

Multimedia Appendix 1 Time Trade-off Iterations

| Iteration | Years in Life A (Perfect Health) | Participant Response | Next Iteration |
|-----------|-------------------------------------|-------------------------|------------------|
| | Introduction Page | | Life A=20 |
| 1 | 20 | Equal | End task? Yes/No |
| 1 | 20 | Prefer A | Life A=10 |
| 1 | 20 | Prefer B | Error! |
| 2 | 10 | Equal | End task? Yes/No |
| 2 | 10 | Prefer A | Life A=5 |
| 2 | 10 | Prefer B | Life A=15 |
| 3 | 5 | Equal | End task? Yes/No |
| 3 | 5 | Prefer A | Life A=4 |
| 3 | 5 | Prefer B | Life A=6 |
| 3 | 15 | Equal | End task? Yes/No |
| 3 | 15 | Prefer A | Life A=14 |
| 3 | 15 | Prefer B | Life A=16 |
| 4 | 4 | Equal | End task? Yes/No |
| 4 | 4 | Prefer A | Life A=3 |
| 4 | 4 | Prefer B | Life A=4.5 |
| 4 | 6 | Equal | End task? Yes/No |
| 4 | 6 | Prefer A | Life A=5.5 |
| 4 | 6 | Prefer B | Life A=7 |
| 4 | 14 | Equal | End task? Yes/No |
| 4 | 14 | Prefer A | Life A=13 |
| 4 | 14 | Prefer B | Life A=14.5 |
| 4 | 16 | Equal | End task? Yes/No |
| 4 | 16 | Prefer A | Life A=15.5 |
| 4 | 16 | Prefer B | Life A=17 |
| 5 | 3 | Equal | End task? Yes/No |
| 5 | 3 | Prefer A | Life A=2 |
| 5 | 3 | Prefer B | Life A=3.5 |
| 5 | 4.5 | Equal | End task? Yes/No |
| 5 | 4.5 | Prefer A | End task? Yes/No |
| 5 | 4.5 | Prefer B | End task? Yes/No |
| 5 | 5.5 | Equal | End task? Yes/No |
| 5 | 5.5 | Prefer A | End task? Yes/No |
| 5 | 5.5 | Prefer B | End task? Yes/No |
| 5 | 7 | Equal | End task? Yes/No |
| 5 | 7 | Prefer A | Life A=6.5 |
| 5 | 7 | Prefer B | Life A=8 |
| 5 | 13 | Equal | End task? Yes/No |
| 5 | 13 | Prefer A | Life A=12 |
| 5 | 13 | Prefer B | Life A=13.5 |
| 5 | 14.5 | Equal | End task? Yes/No |
| 5 | 14.5 | Prefer A | End task? Yes/No |
| 5 | 14.5 | Prefer B | End task? Yes/No |

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| 5 | 15.5 | Equal | End task? Yes/No |
| 5 | 15.5 | Prefer A | End task? Yes/No |
| 5 | 15.5 | Prefer B | End task? Yes/No |
| 5 | 17 | Equal | End task? Yes/No |
| 5 | 17 | Prefer A | Life A=16.5 |
| 5 | 17 | Prefer B | Life A=18 |
| 6 | 2 | Equal | End task? Yes/No |
| 6 | 2 | Prefer A | Life A=1 |
| 6 | 2 | Prefer B | Life A=2.5 |
| 6 | 3.5 | Equal | End task? Yes/No |
| 6 | 3.5 | Prefer A | End task? Yes/No |
| 6 | 3.5 | Prefer B | End task? Yes/No |
| 6 | 6.5 | Equal | End task? Yes/No |
| 6 | 6.5 | Prefer A | End task? Yes/No |
| 6 | 6.5 | Prefer B | End task? Yes/No |
| 6 | 8 | Equal | End task? Yes/No |
| 6 | 8 | Prefer A | Life A=7.5 |
| 6 | 8 | Prefer B | Life A=9 |
| 6 | 12 | Equal | End task? Yes/No |
| 6 | 12 | Prefer A | Life A=11 |
| 6 | 12 | Prefer B | Life A=12.5 |
| 6 | 13.5 | Equal | End task? Yes/No |
| 6 | 13.5 | Prefer A | End task? Yes/No |
| 6 | 13.5 | Prefer B | End task? Yes/No |
| 6 | 16.5 | Equal | End task? Yes/No |
| 6 | 16.5 | Prefer A | End task? Yes/No |
| 6 | 16.5 | Prefer B | End task? Yes/No |
| 6 | 18 | Equal | End task? Yes/No |
| 6 | 18 | Prefer A | Life A=17.5 |
| 6 | 18 | Prefer B | Life A=19 |
| 7 | 1 | Equal | End task? Yes/No |
| 7 | 1 | Prefer A | Life A=0.5 |
| 7 | 1 | Prefer B | Life A=1.5 |
| 7 | 2.5 | Equal | End task? Yes/No |
| 7 | 2.5 | Prefer A | End task? Yes/No |
| 7 | 2.5 | Prefer B | End task? Yes/No |
| 7 | 7.5 | Equal | End task? Yes/No |
| 7 | 7.5 | Prefer A | End task? Yes/No |
| 7 | 7.5 | Prefer B | End task? Yes/No |
| 7 | 9 | Equal | End task? Yes/No |
| 7 | 9 | Prefer A | Life A=8.5 |
| 7 | 9 | Prefer B | Life A=9.5 |
| 7 | 11 | Equal | End task? Yes/No |
| 7 | 11 | Prefer A | Life A=10.5 |
| 7 | 11 | Prefer B | Life A=11.5 |
| 7 | 12.5 | Equal | End task? Yes/No |

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| 7 | 12.5 | Prefer A | End task? Yes/No |
| 7 | 12.5 | Prefer B | End task? Yes/No |
| 7 | 17.5 | Equal | End task? Yes/No |
| 7 | 17.5 | Prefer A | End task? Yes/No |
| 7 | 17.5 | Prefer B | End task? Yes/No |
| 7 | 19 | Equal | End task? Yes/No |
| 7 | 19 | Prefer A | Life A=18.5 |
| 7 | 19 | Prefer B | Life A=19.5 |
| 8 | 0.5 | Equal | End task? Yes/No |
| 8 | 0.5 | Prefer A | Life A=0 |
| 8 | 0.5 | Prefer B | End task? Yes/No |
| 8 | 1.5 | Equal | End task? Yes/No |
| 8 | 1.5 | Prefer A | End task? Yes/No |
| 8 | 1.5 | Prefer B | End task? Yes/No |
| 8 | 8.5 | Equal | End task? Yes/No |
| 8 | 8.5 | Prefer A | End task? Yes/No |
| 8 | 8.5 | Prefer B | End task? Yes/No |
| 8 | 9.5 | Equal | End task? Yes/No |
| 8 | 9.5 | Prefer A | End task? Yes/No |
| 8 | 9.5 | Prefer B | End task? Yes/No |
| 8 | 10.5 | Equal | End task? Yes/No |
| 8 | 10.5 | Prefer A | End task? Yes/No |
| 8 | 10.5 | Prefer B | End task? Yes/No |
| 8 | 11.5 | Equal | End task? Yes/No |
| 8 | 11.5 | Prefer A | End task? Yes/No |
| 8 | 11.5 | Prefer B | End task? Yes/No |
| 8 | 18.5 | Equal | End task? Yes/No |
| 8 | 18.5 | Prefer A | End task? Yes/No |
| 8 | 18.5 | Prefer B | End task? Yes/No |
| 8 | 19.5 | Equal | End task? Yes/No |
| 8 | 19.5 | Prefer A | End task? Yes/No |
| 8 | 19.5 | Prefer B | Life A=20 |
| 9 | 0 | Equal | End task? Yes/No |
| 9 | 0 | Prefer A | End task? Yes/No |
| 9 | 0 | Prefer B | End task? Yes/No |
| 9 | 20 | Equal | End task? Yes/No |
| 9 | 20 | Prefer A | End task? Yes/No |
| 9 | 20 | Prefer B | End task? Yes/No |
