## Supplemental Digital Appendix 1

Descriptive Statistics for Basic Biomedical Researchers and Canadian Citizens (Lay Persons) who Participated in a Discrete Choice Experiment to Explore the Preferences of Researchers and Citizens Regarding Funding Biomedical Research, 2010

| Group and attribute | Prevalence |
| :--- | ---: |
| in group |  |


| Researchers | 1562 (97) |
| :--- | ---: |
| Passed consistency test, no (\% of 1,607) (1 if pass) | $1075(69)$ |
| Male, no (\% of 1,557) | $166(11)$ |
| Degree, no (\% of 1,557) | $1,169(75)$ |
| $M D / M B C h$ | $129(8)$ |
| PhD/ DPhil | $93(6)$ |
| $M S c / M A / M B A$ | 14.82 |
| BSc/ BA | $931(60)$ |
| Average years since completion of highest degree | $231(15)$ |
| Rank, no (\% of 1,557) | $395(25)$ |
| Full/associate professor, senior scientist | $1,285(83)$ |
| Assistant professor, scientist |  |
| Trainee, post-doctoral fellow/PhD | 78.73 |
| Primary work affiliation: university/university research institute, <br> no (\% of 1,557) |  |
| \% of time on | 15.12 |
| Research | 2.47 |
| Teaching | 17.65 |
| Clinical practice | $145(9)$ |
| Average \# of peer-reviewed papers in last 5 years | 1.66 |
| Practicing clinician, no (\% of 1,557) |  |
| Average \# of full-time equivalent (FTE) research personnel <br> supported by researcher's grants |  |

## Citizens

| Passed consistency test, no (\% of 1,002) (1 if pass) | 789 (79) |
| :--- | ---: |
| Male, no (\% of 789) | $389(49)$ |
| Average age in years | 274 (35) |
| Education: university certificate, diploma, or higher, <br> no (\% of 789) | 430 (54) |
| Employed (full- or part-time) , no (\% of 789) | 666 (84) |
| Never worked in health care sector, no (\% of 789) |  |

Residence type, no (\% of 789)

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| Metropolitan/central city | $219(28)$ |
| :---: | :---: |
| Metropolitan/suburban | $227(29)$ |
| Small city/town | $233(30)$ |
| Rural area | $110(14)$ |
| Region of residence, no (\% of 789) | $69(9)$ |
| Atlantic provinces | $193(24)$ |
| Quebec | $246(31)$ |
| Western provinces | $281(36)$ |
| Ontario | $212(27)$ |
| Household income, no (\% of 789) | $371(47)$ |
| $<40 K$ | $114(14)$ |
| $40 K-100 K$ | $92(12)$ |
| $>100 K$ |  |

*The reference category for primary work affiliation is Hospital/health care facility, hospital research institute, other.

