

Table 1. Description of attributes and levels

Attribute names	Attribute description	Levels	Reference level
Cost	One-off payment for the program (paid by you with your own money)	Free AUD30 AUD60 AUD100	-
Instructors	Access to a trained instructor during the program to help you complete the program and stay engaged	No access Access via chat/email Access via audio call Access via video call	Reference level
Screening	Initial screening test (up to 5-10 minutes) to determine whether the program is right for you	No screening Online screening	Reference level
Time required to complete	The overall time you dedicate to the entire program	2 hours 5 hours 8 hours 12 hours	Reference level
Quiz	Brief quizzes (up to 5 minutes) to check your understanding of what you have learned during the program	No quizzes Brief quizzes	Reference level
Communication with users	Communication with other users (via a chat forum on the program platform)	No Yes	Reference level

-. Cost is assumed to be continuous, hence there is no reference level for cost.

Table 2. Results of mixed logit model

Attribute	Mixed logit model				Relative attribute importance	Marginal effects
	Mean estimate	s.e.	Std. dev.	s.e.		
<b>Communication</b>	-0.02	(0.062)	0.197	(0.207)	0.59%	-0.50%
<b>Screening</b>	-0.078	(0.059)	-0.001	(0.158)	2.34%	-1.94%
<b>Quiz</b>	0.106	(0.064)	0.317*	(0.131)	3.17%	2.59%
<b>Time required to complete</b>					25.96%	
2 hours	<i>reference</i>					<i>reference</i>
5 hours	0.765***	(0.112)	0.000	(0.511)		18.25%
8 hours	0.142	(0.103)	0.001	(0.169)		3.54%
12 hours	-0.104	(0.099)	0.005	(0.32)		-2.59%
<b>Instructors</b>					27.44%	
No instructors	<i>reference</i>					<i>reference</i>
Chat/email	0.633***	(0.108)	-0.006	(0.231)		15.31%
Audio call	0.914***	(0.113)	-0.026	(0.457)		21.39%
Video call	0.916***	(0.109)	-0.082	(0.715)		21.41%
<b>Cost</b>					40.50%	
Every \$1 increase	-0.014***	(0.001)	-	-		-0.34%

Table 3. Results of ranking exercise

