STROBE Statement—checklist of items that should be included in reports of observational studies

	Item No.	Recommendation	Page No.	Relevant text from manuscript
Title and abstract	1	(*a*) Indicate the study's design with a commonly used term in the title or the abstract	1	Cross-sectional survey
		(*b*) Provide in the abstract an informative and balanced summary of what was done and what was found	2	The aim of this study was to assess factors associated with members of medical schemes' willingness to pay…. Factors influencing willingness to pay included….
Introduction				
Background/rationale	2	Explain the scientific background and rationale for the investigation being reported	3- 4	a willingness to pay (WTP) study was considered necessary to provide evidence on members of medical schemes' willingness….
Objectives	3	State specific objectives, including any prespecified hypotheses	4	This study therefore aims to assess members of medical schemes' WTP…..
Methods				
Study design	4	Present key elements of study design early in the paper	4	A cross-sectional survey was undertaken amongst principal members
Setting	5	Describe the setting, locations, and relevant dates, including periods of recruitment, exposure, follow-up, and data collection	4	in South Africa between July and September 2020. In 2020, approximately 4 million people….
Participants	6	(*a*) *Cohort study*—Give the eligibility criteria, and the sources and methods of selection of participants. Describe methods of follow-up	N/A	

		Case-control study—Give the eligibility criteria, and the sources and methods of case ascertainment and control selection. Give the rationale for the choice of cases and controls *Cross-sectional study*—Give the eligibility criteria, and the sources and methods of selection of participants	4	All principal members with access to an online questionnaire were eligible
		(*b*) *Cohort study*—For matched studies, give matching criteria and number of exposed and unexposed *Case-control study*—For matched studies, give matching criteria and the number of controls per case	N/A	
Variables	7	Clearly define all outcomes, exposures, predictors, potential confounders, and effect modifiers. Give diagnostic criteria, if applicable	5-6	Table 1 is a description of the variables included in the analysis
Data sources/ measurement	8*	For each variable of interest, give sources of data and details of methods of assessment (measurement). Describe comparability of assessment methods if there is more than one group	6	Google survey was used to collect data on socio-demographic characteristics, health-related characteristics and WTP
Bias	9	Describe any efforts to address potential sources of bias	8	to assess bias due to our sampling approach,
Study size	10	Explain how the study size was arrived at	5	..assuming a binomial distribution, the sample size was calculated on this distribution

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Quantitative variables	11	Explain how quantitative variables were handled in the analyses. If applicable, describe which groupings were chosen and why	8	…using frequencies and percentages
Statistical methods	12	(*a*) Describe all statistical methods, including those used to control for confounding	8	Descriptive characteristics of the surveyed… Logistic regression because of its ability to deal with a dichotomous…
		(*b*) Describe any methods used to examine subgroups and interactions	N/A	
		(*c*) Explain how missing data were addressed	8	Given the large response rate as compared to the estimated sample…
		(*d*) *Cohort study*—If applicable, explain how loss to follow-up was addressed *Case-control study*—If applicable, explain how matching of cases and controls was addressed *Cross-sectional study*—If applicable, describe analytical methods taking account of sampling strategy	8	…using logistic regression because of its ability to deal with a dichotomous dependent variable…
		(*e*) Describe any sensitivity analyses	N/A	
Results				
Participants	13*	(a) Report numbers of individuals at each stage of study—eg numbers potentially eligible, examined for eligibility, confirmed eligible, included in the study, completing follow-up, and analysed	8	A total of 8 155 responses were received from members of medical schemes
		(b) Give reasons for non-participation at each stage	N/A	
		(c) Consider use of a flow diagram	N/A	
Descriptive data	14*	(a) Give characteristics of study participants (eg demographic, clinical, social) and information on exposures and potential confounders	8	More than half of the participants were female….
		(b) Indicate number of participants with missing data for each variable of interest	8	were excluded due to respondents not being a principal..
		(c) *Cohort study*—Summarise follow-up time (eg, average and total amount)	N/A	
Outcome data	15*	*Cohort study*—Report numbers of outcome events or summary measures over time	N/A	
		Case-control study—Report numbers in each exposure category, or summary measures of exposure	N/A	

		Cross-sectional study—Report numbers of outcome events or summary measures	8	Table 2 and 3
Main results	16	(*a*) Give unadjusted estimates and, if applicable, confounder-adjusted estimates and their precision (eg, 95% confidence interval). Make clear which confounders were adjusted for and why they were included	8 -10	Table 4
		(*b*) Report category boundaries when continuous variables were categorized	9	Table 2
		(*c*) If relevant, consider translating estimates of relative risk into absolute risk for a meaningful time period	N/A	

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Other analyses	17	Report other analyses done—eg analyses of subgroups and interactions, and sensitivity analyses	N/A	
Discussion				
Key results	18	Summarise key results with reference to study objectives	15	Thirty-five percent of study participants were willing to pay for the primary healthcare package
Limitations	19	Discuss limitations of the study, taking into account sources of potential bias or imprecision. Discuss both direction and magnitude of any potential bias	18	The main limitation of the study was…
Interpretation	20	Give a cautious overall interpretation of results considering objectives, limitations, multiplicity of analyses, results from similar studies, and other relevant evidence	16-17	Captured across page 16 -17
Generalisability	21	Discuss the generalisability (external validity) of the study results	18	The results can be generalized to the rest of the medical scheme…
Other information				
Funding	22	Give the source of funding and the role of the funders for the present study and, if applicable, for the original study on which the present article is based	19	Not applicable

*Give information separately for cases and controls in case-control studies and, if applicable, for exposed and unexposed groups in cohort and cross-sectional studies.

Note: An Explanation and Elaboration article discusses each checklist item and gives methodological background and published examples of transparent reporting. The STROBE checklist is best used in conjunction with this article (freely available on the Web sites of PLoS Medicine at http://www.plosmedicine.org/, Annals of Internal Medicine at http://www.annals.org/, and Epidemiology at http://www.epidem.com/). Information on the STROBE Initiative is available at www.strobe-statement.org.