Population preferences for inclusive COVID-19 policy responses
Thierry Blayac, Dimitri Dubois, Sébastien Duchène, Phu Nguyen-Van, Bruno Ventelou, Marc Willinger

To cite this version:
Thierry Blayac, Dimitri Dubois, Sébastien Duchène, Phu Nguyen-Van, Bruno Ventelou, et al.. Population preferences for inclusive COVID-19 policy responses. The Lancet Public Health, 2021, 6 (1), pp.e9. 10.1016/S2468-2667(20)30285-1. hal-03047336

HAL Id: hal-03047336
https://hal.umontpellier.fr/hal-03047336
Submitted on 8 Dec 2020

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L’archive ouverte pluridisciplinaire HAL, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d’enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.
Supplementary appendix

This appendix formed part of the original submission and has been peer reviewed. We post it as supplied by the authors.

Supplement to: Blayac T, Dubois D, Duchêne S, Nguyen-Van P, Ventelou B, Willinger M. Population preferences for inclusive COVID-19 policy responses. *Lancet Public Health* 2020; published online Dec 7. https://doi.org/10.1016/S2468-2667(20)30285-1.
APPENDIX FOR LANCET-Public Health

Population preferences for inclusive COVID-19 policy responses

Thierry Blayac# Dimitri Dubois# Sebastien Duchêne# Phu Nguyen-Van# Bruno Ventelou# Marc Willinger*

# Montpellier, CNRS, INRAE, Institut Agro, Montpellier, France
# BETA, CNRS, Université de Strasbourg, Strasbourg, France & TIMAS, Thang Long University, Hanoi, Vietnam
* Aix Marseille Univ, CNRS, AMSE, Marseille, France & Observatoire Régional de la Santé PACA

Materials and Methods

The web-based survey, developed with the oTree platform, was available for 2 weeks, from 4th May 2020 to 16th May 2020, on a dedicated server managed by the research-team. The survey-institute Viavoice1 made the recruitment: over the 7500 persons that were contacted by telephone, 5331 accepted and received a web link, 1154 responded to the online survey, with a fully completed questionnaire and a signed online informed consent form (response rate 21.6%). Graph 1 gives the data obtained from our sample, in comparison with data from the National Institute of Statistics and Economic Studies (INSEE).

Graph 1: Sample characteristics, compared with the national population

Statistical tests demonstrated that our sample is representative for regions (chi2-test of independence not rejected at .05), although weakly unbalanced in terms of gender and age composition (chi2-test of independence rejected at .05, but not at .01). Discrete Choice Experiment (DCE) is a method used for individuals’ preferences elicitation1. It consists in putting individuals face to hypothetical, but realistic, situations of choice (scenarios) between two or more alternatives (options) which are differentiated

1 http://www.institut-viavoice.com/
by the levels of their attributes. The choice by an individual of one of the options reflects his personal trade-offs between the attributes and makes explicit his preferences. The DCE has been applied in various fields, in particular for adoption of alternative medical treatments with side-effects as attributes\(^i\). In our case, options were described as combinations of anti-COVID-19 national policies. Respondents were asked to choose one option among a couple presented in the choice set - see Figure 1 below. The choice task was repeated three times with different options, randomly assigned. Attributes of the choice options are the different prophylactic measures (see Figure 1), possibly applied at various levels (e.g.: No-Mask (level 0); Mask in public places (level 1); Mask in all circumstances (level 2)).

The list of attributes was determined in April 2020 after an attentive consideration of the debates (anti-covid strategies reported by the press, at the national and the international levels). The initial list of attributes was discussed with public-health experts from regional health agencies (Observatoire régional de santé PACA). Mask (3 levels: non-mandatory; mandatory in public place; mandatory everywhere); Restrictions in bars, restaurants and festive venues (2 levels: open; closed all the summer season); Adaptations in the public transportation system (2 levels: normal; adapted to working hours); Leisure travel (3 levels: no limitations; limited to France only; limited to 100 km around); Digital tracking (2 levels: no tracking; implementation with free access); and, of course, Additional weeks of confinement (3 levels: no extension; extension for one week; extension for 3 weeks). The introduction of a monetary bonus (4 levels: 0; 500€; 1500€; 2200€) was guided by:

i) a theoretical view, from economics, that monetary incentives could have an impact on the population's willingness to accept and follow binding sanitary programs (as founded by Charness and Gneezy\(^{iii}\)). In a DCE study, introducing a financial compensation as a (continuous) attribute allows the researcher to properly estimate the level of monetary rewards that individuals are willing to accept in exchange for their effort.

ii) the fact that some governments (ex. Japan) actually decided to give an unconditional compensation, in order to reinject money in the country, so as to curb the effects of the economic crisis, and/or to make the policy more acceptable\(^{iv}\) (Ando et al., 2020).

From all the possible combinations of the levels of these 7 attributes (i.e. a full factorial design consists of 864 possible combinations), 84 options were selected (with a D-efficiency of 83% for main effects and first order interactions) and divided randomly into 42 scenarios (each scenario includes 2 options, named as Option A and Option B). Each individual had to choose one option for each of the 3 scenarios that were randomly presented to him (her). Figure 1 shows a screenshot of the decision screen (translated from French to English).

Difficulty of the DCE task. Our strategy was to give all the information on the 7 attributes in a global choice set (see the screen choice proposed), although it can be cognitively demanding. At the time of the survey, France was at the end of the first lockdown: the media were constantly talking about end-of-lockdown measures; that makes the task simple for the respondents. A direct question about the difficulty of the task was asked: *did you have difficulty understanding the situations presented?* (In French: *avez-vous eu des difficultés de compréhension des situations qui vous ont été présentées ?*). We obtained the following answers: No difficulty: 50.43%; occasional difficulties: 40.38%; frequent difficulties: 7.10%; always: 2.08%.
Please choose the option that you prefer among the two given in the table below (Option A or Option B).

|                                | Option A                                      | Option B                                      |
|--------------------------------|-----------------------------------------------|-----------------------------------------------|
| Extension of lockdown          | No extension                                  | For three weeks                               |
| Wearing mask                   | Mandatory every time                          | Non mandatory                                 |
| Bar and restaurant closed      | Until mid June                                | All summer                                    |
| Daily public transportation (urban and regional) | Normal                                       | Reduced but adapted to working hours          |
| Vacation and leisure travels   | Limited to metropolitan France                | Limited to 100km from home                    |
| Digital tracking               | No implementation                             | Implementation with free participation        |
| Financial compensation         | ![500€](image)                                | ![1500€](image)                              |
| Your choice                    | ![Choice A](image)                            | ![Choice B](image)                            |
**Statistical analysis:** based on the random utility theory, the determinants of the 3462 binary choices (3 propositions x 1154 respondents) can be studied using a statistical model. After testing for various specifications, we estimated our model using the following functional form:

\[ X'\beta = \beta_1 (EXTD\_LOCKDOWN)^2 + \beta_2 \text{MASK\_PUBLIC} + \beta_3 \text{MASK\_EVERYTIME} + \beta_4 \text{RESTO\_SUMMER} + \beta_5 \text{TRANSP\_ADAPTED} + \beta_6 \text{TRAVEL\_FR} + \beta_7 \text{TRAVEL\_100KM} + \beta_8 \text{TRACKING} + \beta_9 \text{BONUS}. \]

The model described above corresponds to a conditional logit and can be estimated by maximum likelihood. The first estimation of this model, made on the general population, has been controlled by some characteristics of the respondents: age, gender, and date of the survey. None of these variables changed the sign or the magnitude of the coefficients \(\beta\).

By carrying out the econometric estimation, we noticed that the best statistical fit for variable \(EXTD\_LOCKDOWN\) was a quadratic form. The effect increases more than proportionally with the number of additional weeks of lockdown. For example, when \(\beta_1\) equals \(-0.024\) for one week (general population strata), it gives a \(-0.216\) for 3 weeks \((-0.024 \times 3^2\)\), and \(-1.54\) for 8 weeks \((-0.024 \times 8^2\)\).

For building the figure, we selected an estimated point at: \(EXTD\_\text{LOCKDOWN} = 8\) (8 additional weeks of lockdown); \(BONUS = 1000\) (1000 euros of Bonus).

**Additional information:**

**Vulnerability.** ‘clinically vulnerable’ has been documented through the survey by the (self-reported) question: ‘do you have an underlying medical condition increasing the risk of severe covid-19 illness’ (yes/no, for you, for one member of your household).

**Young people and the health risk.** In the survey, we documented the willingness to take risk in the health domain. Young people have different risk perceptions (p-value < .001).

---

2 Variables and labels used in the model: (i) Extended lockdown (EXTD\_LOCKDOWN: weeks of additional lockdown); (ii) Mask (MASK\_PUBLIC and MASK\_EVERYTIME, the reference category is NO MASK); (iii) Bar, restaurants and festive venues (dummy RESTO\_SUMMER); (iv) Public transportation adapted to work-hours (dummy TRANSP\_ADAPTED); (v) Leisure travels (TRAVEL\_FR and TRAVEL\_100KM, the reference category is NO restriction); (vi) Digital tracking with free participation (dummy TRACKING); and (vii) Monetary bonus (BONUS). After a series of alternative specifications, we retain the case where EXTD\_LOCKDOWN (squared) and BONUS are considered as continuous variables.
Graph 2: Willingness to take risk by age-groups (health domain)

References

1. Hensher D.A., Rose J.M., Greene W. H. (2015), Applied Choice Analysis, Cambridge University Press, 2nd edition.

2. de Bekker-Grob, E. W., Ryan, M., & Gerard, K. (2012). Discrete choice experiments in health economics: a review of the literature. Health economics, 21(2), 145-172.

3. Charness, G., & Gneezy, U. (2009). Incentives to exercise. Econometrica, 77(3), 909-931

4. Ando, M., Furukawa, C., Nakata, D., & Sumiya, K. (2020). Fiscal Responses to the COVID-19 crisis in Japan: the First six Months. National Tax Journal, 73(3), 901-926.

5. Luce R.D. (1959), Individual Choice Behavior: A Theoretical Analysis, Wiley.