Additional file 1. Online survey

Part A
- Choose your language o German  o French
- Gender o Female  o Male
- Birth year (e.g. 1980) _______
- Residential postal code (e.g. 3010) _______
- Current educational level o Medical student o Resident o GP
- Current workplace o Medical school o Hospital o GP office
- Other: _______
- Current workload in % (100% equals 50 hrs / week) o 0%  o 10%  o 20%  o 30%  o 40%  o 50%
o 60%  o 70%  o 80%  o 90%  o 100%
- Relationship status o Single o With partner
- Married o Other: _______
- Do you have children? o Yes  o No
- If you have children:
  - How many children do you have? o 1  o 2  o 3  o >3
  - How many days per week are your children in daycare (including care by relatives, please round off to whole numbers) o 1  o 2  o 3  o 4  o 5

Part B
- Which type of practice do you most prefer? o Single practice o Double practice
- Group practice o I won’t work as a GP
- If you answered “group practice”:
  - How many physicians do you want to work with? o 2-3  o 4-5  o 6-10  o 10-15  o >15
- When do you want to start working in a GP practice? o I already work in a practice
  o in <1 year  o in 1-2 years
  o in 3-5 years  o in 6-10 years
  o in >10 years  o I don’t know
- Where do you want to work? o Town  o Suburb  o Countryside
- Your desired workload in %
  (100% equals 50 hrs/week) o 10%  o 20%  o 30%  o 40%  o 50%
o 60%  o 70%  o 80%  o 90%  o 100%
- What do you prefer?
  o Fixed salary based on workload
  o Billing for my own time
  o Part fixed, part share of the revenue
  o Only share of the revenue
- I will make house calls (outside regular on-call hours) o Yes  o Probably yes  o I don’t know
  o Probably not  o No
- Which do you prefer for your first job as a GP? If you are already a GP, which was your first job? o Employed  o Self-employed
- Based on your answer to the previous question, how long would you to remain self-employed or employed before changing your status? o <2 years  o 2-5 years  o 6-10 years
  o 10-15 years  o My whole career
- What are your long-term desires? (Multiple answers possible) o Be employed  o Be employed co-owner
  o Own the practice
  o Medical director of a large group practice
  o Chief administrator of a group practice
  o Other: _______
Part C
We will show you 8 consecutive job advertisements from GP offices. They are similar, so please read them carefully. Please rate their attractiveness as if you were looking for such a job.

After each advertisement you will be asked:
- How attractive is this job offer?  o 1  o 2  o 3  o 4  o 5  
  (Scale: 1 = very unattractive to 10 = very attractive)  o 6  o 7  o 8  o 9  o 10

Advertisement 1 and 2 (advertisement 2 is without on-site dispensation of medications)
The medical centre Medilife is looking for a  
General Practitioner 
to complete the physician team  
(Full- or part-time possible)

We offer:  
- Large interdisciplinary team with a lot of physicians and practice nurses  
- On-site dispensation of medications  
- Opportunity to become a partner in our GP-owned medical centre  
- Broad spectrum of challenging work

Please send your application to:  
Jonas Meier, MD 
Medical Director of Medilife

Advertisement 3 and 4 (advertisement 4 is without on-site dispensation of medications)
We are looking for a  
General Practitioner 
for our small, well established group practice  
(Full- or part-time possible)

We offer:  
- A well-coordinated team with 5 practice nurses  
- On-site dispensation of medications  
- Opportunity to help determine the future of our nationwide practice group Swissdoc Joint Stock Corp.  
- Broad spectrum of challenging work

Please send your application to:  
Jan Baumann MBA 
HR Department 
Practice group Swissdoc Joint Stock Corp.

Advertisement 5 and 6 (advertisement 6 is without on-site dispensation of medications)
We are looking for a  
General Practitioner 
for our small, well established group practice  
(Full- or part-time possible)

We offer:  
- A well-coordinated team with 5 practice nurses  
- On-site dispensation of medications  
- Opportunity to become a partner in our GP-owned group practice  
- Broad spectrum of challenging work

Please send your application to:  
Matthias Brunner, MD 
General Practitioner
The medical centre Primacare Joint Stock Corp. is looking for a General Practitioner to complete the physician team (Full- or part-time possible)

We offer:
- Large interdisciplinary team with a lot of physicians and practice nurses
- On-site dispensation of medications
- Opportunity to help determine the future of our medical centre and the nationwide represented practice group Primacare Joint Stock Corp.
- Broad spectrum of challenging work

Please send your application to:
Andreas Keller, MBA
HR Department
Practice group Primacare Joint Stock Corp.

Part D
- What are 3 most important factors in your choice of a GP practice?
  1. _____________
  2. _____________
  3. _____________

You did it! Thank you very much for your participation in the survey. Your information will be evaluated anonymously.