

Supplementary File 4. Preferences for sexual health service (N=200)

| Attribute | Relative importance | Attribute level | Coefficient | SE | SD | SE of SD |
|------------------|---------------------|--|-------------|------|---------|----------|
| Mode of delivery | 32 | Face to face | 0.28*** | 0.08 | 0.48*** | 0.16 |
| | | Telephone | 0.06 | 0.07 | 0.00 | 0.11 |
| | | Video conference | -0.34*** | 0.08 | 0.48*** | 0.11 |
| Location | 18 | General practice clinic | -0.15** | 0.07 | 0.40* | 0.23 |
| | | Sexual health clinic | 0.19* | 0.08 | 0.40*** | 0.11 |
| | | Online | -0.05 | 0.07 | 0.01 | 0.20 |
| Cost | 16 | Free (NHS) | -0.02 | 0.07 | 0.40* | 0.22 |
| | | £50-£100 (Private) | 0.17** | 0.07 | 0.01 | 0.19 |
| | | >£100 (Private) | -0.14** | 0.07 | 0.40*** | 0.12 |
| Accessibility | 15 | Accessible facilities, Inclusive equipment | -0.09 | 0.08 | 0.02 | 0.33 |
| | | Conventional facilities and equipment | -0.10 | 0.08 | 0.01 | 0.16 |
| | | Accessible messaging | 0.18** | 0.09 | 0.00 | 0.16 |
| | | Conventional messaging | -0.11 | 0.09 | 0.02 | 0.26 |
| Extra support | 11 | Family friend or personal assistant | -0.02 | 0.07 | 0.00 | 0.27 |
| | | Other healthcare professional | 0.12* | 0.06 | 0.00 | 0.18 |
| | | None | -0.09 | 0.07 | 0.00 | 0.21 |
| Consultation | 8 | Patient-centred | -0.08* | 0.05 | 0.27*** | 0.09 |
| | | Not patient-centred | 0.08* | 0.05 | 0.27*** | 0.09 |

SD=Standard deviation, SE=Standard error

*** p-value <0.01, ** p-value <0.05, * p-value <0.10

AIC/N = 2.170

Log Likelihood Function=-1276.191