













Supplementary File 2. An example of a choice set. We will give you six choice sets in total (n/6).

| | Option 1 | Option 2 | None |
|--|--|---|-----------------------|
| Provider |  <p>GP Clinic Typically, your local GP, where you are registered and provides basic and general health care services.</p> |  <p>Online Platform Sexual health service by healthcare professionals entirely online.</p> | |
| Mode of delivery |  <p>Telephone Call Have a sexual health consultation with doctors/nurses over the phone.</p> |  <p>Video Conference Have a sexual health consultation with doctor/nurses via online video call.</p> | |
| Cost (out-of-pocket) |  <p>Private (£50-100) Paying £50-100 to receive sexual health services from a private sexual health clinic.</p> |  <p>NHS (Free) Getting free sexual health services from the NHS.</p> | |
| Consultation communication |  <p>Patient Centred Receiving sexual health services in a warm, empathetic, friendly and professional manner.</p> |  <p>Not Patient Centred Receiving sexual health services in a strict professional manner.</p> | None of these options |
| Additional support |  <p>No One Independently attend sexual health services.</p> |  <p>Health Care Professional (HCP) from clinic Having a HCP instead of family or friends accompany you to attend sexual health consultation.</p> | |
| Accessibility of facilities, equipment, and messaging |  <p>Accessible Messaging Sexual health services with inclusive language considering different subgroups, use a variety of communication tools such as written, verbal, braille, and sign language.</p> |  <p>Conventional Messaging Sexual health services are provided in regular settings, use verbal or written communication tool but not tailored to meet the needs of a wide variety of subgroups.</p> | |
| | ○ | ○ | ○ |