

Supplementary Table 1.*Themes and Subthemes Regarding Tinnitus Treatment Uptake Factors*

Themes	Subthemes	Count of meaning units	Respondents' quotes
Professional recommendations	Research evidence	15	"I would like to see good scientific evidence for effectiveness" (Male, 64 years, Australia) "Evidence or research that I can review myself" (Female, 34 years, Canada)
	Rapport with clinician	3	"I have been treated in two institutes in the Netherlands. The specialist in the second one I trust so I always will discuss a new treatment with him." (Male, 69 years, The Netherlands)
	Tinnitus associations	2	"Recommendation from British Tinnitus Association" (Male, 46 years, The UK)
Relief of tinnitus	Treatment efficacy	14	"Efficacy of treatment is the most important thing. I would pay quite a bit and expend effort if something had a decent chance of reducing my tinnitus!" (Female, 48 years, The USA) "Whether it works" (Female, 57 years, The UK)
	Ability to cure tinnitus	3	"Would need to lead to a cure as I have trained my mind to ignore it most of the time" (Male, 67 years, Australia)
	Deterioration of tinnitus	1	"Probably needs to get worse and bother me more" (Female, 61 years, Australia)
Barriers to receiving treatments	Awareness of new treatments	9	"No idea what is out there really" (Male, 51 years, Australia) "I'm not really bothered by it. I've had it for as long as I can remember. I didn't even know there were treatments for it." (Female, 48 years, Australia)
	Cost/Cost-effectiveness	4	"There is always a cost which is usually great and absolutely no guarantee the treatment will work" (Male, 72 years, Australia)
	Work availability	1	"Work availability" (Female, 51 years, Australia)
Physical/Psychological damage	Side effects	7	"How natural it is, or if it involves drugs that are going to put pressure into other organs (i.e., kidneys)" (Female, 33 years, Mexico) "Use of natural therapies rather than drugs" (Male, 67 years, Australia)
	Invasiveness	4	"Not a surgery to your brain and can be life threatening" (Male, 52 years, Australia)
	Risk of worsening tinnitus	3	"Whether there is a propensity to increase it or not" (Female, 26 years, Australia)
	Hearing aid aesthetics and social stigma	2	"Visibility or social acceptability of hearing aids" (Female, 32 years, The USA)
	Annoyance to other people	1	"How much it would annoy others around me" (Female, 43 years, Australia)