**Supplementary Table S2.** Parents’ endorsement of messages as persuasive stratified by HPV vaccine intention, among those whose child was not previously vaccinated (*n* = 809).

|  |  |  | | **HPV vaccine intention in next year** | | | | | | | |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Total** | | **Definitely won’t** | | **Probably won’t** | | **Probably will** | | **Definitely will** | |  |
| **Message** | **Length** | **n** | **(%)** | **n** | **(%)** | **n** | **(%)** | **n** | **(%)** | **n** | **(%)** | ***p*** |
| **Panel A** |  | *n* = 279 | | *n* = 93 | | *n* = 105 | | *n* = 63 | | *n* = 18 | |  |
| B1 | Brief | 46 | (16) | 8 | (9) | 15 | (14) | 13 | (21) | 10 | (56) | <.001\*\* |
| B2 | Brief | 80 | (29) | 13 | (14) | 26 | (25) | 28 | (44) | 13 | (72) | <.001\*\* |
| L1 | Longer | 126 | (45) | 16 | (17) | 48 | (46) | 46 | (73) | 16 | (89) | <.001\*\* |
| L2 | Longer | 151 | (54) | 18 | (19) | 60 | (57) | 55 | (87) | 18 | (100) | <.001\*\* |
| L3 | Longer | 134 | (48) | 15 | (16) | 50 | (48) | 51 | (81) | 18 | (100) | <.001\*\* |
| **Panel B** |  | *n* = 265 | | *n* = 89 | | *n* = 104 | | *n* = 61 | | *n* = 11 | |  |
| B3 | Brief | 131 | (49) | 22 | (25) | 53 | (51) | 47 | (77) | 9 | (82) | <.001\*\* |
| B4 | Brief | 128 | (48) | 21 | (24) | 50 | (48) | 47 | (77) | 10 | (91) | <.001\*\* |
| L4 | Longer | 81 | (31) | 16 | (18) | 26 | (25) | 33 | (54) | 6 | (55) | <.001\*\* |
| L5 | Longer | 144 | (54) | 21 | (24) | 64 | (62) | 49 | (80) | 10 | (91) | <.001\*\* |
| L6 | Longer | 140 | (53) | 20 | (22) | 59 | (57) | 51 | (84) | 10 | (91) | <.001\*\* |
| **Panel C** |  | *n* = 265 | | *n* = 86 | | *n* = 103 | | *n* = 60 | | *n* = 16 | |  |
| B5 | Brief | 130 | (49) | 20 | (23) | 52 | (50) | 45 | (75) | 13 | (81) | <.001\*\* |
| B6 | Brief | 14 | (5) | 1 | (1) | 7 | (7) | 5 | (8) | 1 | (6) | .361 |
| L7 | Longer | 149 | (56) | 18 | (21) | 63 | (61) | 54 | (90) | 14 | (88) | <.001\*\* |
| L8 | Longer | 149 | (56) | 20 | (23) | 66 | (64) | 50 | (83) | 13 | (81) | <.001\*\* |
| L9 | Longer | 104 | (39) | 12 | (14) | 33 | (32) | 46 | (77) | 13 | (81) | <.001\*\* |

*Note*. Frequencies and percentages reflect agreement that the message would be persuasive. *P* values were derived from bivariate logistic regression models that determined if endorsement of each message differed by HPV vaccine intention.

\*\* *p* < .001