**Supplemental Table 2.** Relative persuasiveness of reasons for HPV vaccination by child’s sex.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Overall |  | Males | | |  | Females | | |
| Rank | Message | β | SE | Rank |  | β | SE | Rank |
| 1st | Cancer prevention | 2.05 | 0.03 | 1st |  | 2.10 | 0.04 | 1st |
| 2nd | Infection prevention | 0.70 | 0.03 | 2nd |  | 0.66 | 0.03 | 3rd |
| 3rd | Lasting benefits | 0.66 | 0.03 | 3rd |  | 0.67 | 0.03 | 2nd |
| 4th | Safety | 0.42 | 0.03 | 4th |  | 0.39 | 0.03 | 4th |
| 5th | Best age | 0.06 | 0.03 | 5th |  | 0.02 | 0.03 | 5th |
| 6th | Before sex | 0.02 | 0.03 | 6th |  | -0.13 | 0.03 | 6th |
| 7th | Personal endorsement | -0.51 | 0.03 | 7th |  | -0.46 | 0.03 | 7th |
| 8th | Fewer shots | -0.60 | 0.03 | 8th |  | -0.60 | 0.03 | 8th |
| 9th | Scientific breakthrough | -0.67 | 0.03 | 9th |  | -0.69 | 0.03 | 9th |  |
| 10th | My own child | -1.08 | 0.03 | 11th |  | -0.86 | 0.03 | 10th |  |
| 11th | Due for it | -1.05 | 0.03 | 10th |  | -1.12 | 0.03 | 11th |

*Note.* Shading indicates difference from overall ranking.