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| **Appendix 1.** Factors considered in vaccine acceptance model selection by topic |
| **Topic** |
| Top information sourcesa | Valuesb | Vaccine opinion formationb | Comfort level | Vaccine importancec | Demographics |
| Doctor | Sense of belonging | Like thinking a lot about vaccine decisions | Has your comfort level with vaccines changed between children? | MMR | Parent age |
| Community or school clinic | Excitement | Prefer to do own research |  | Hib | # of children in household |
| Pharmacy | Warm relationships with others | Prefer detailed/in-depth answers to vaccine questions |  | PCV | Census region |
| Friends and/or other parents | Self-fulfillment |  |  | IPV | Marital status |
| Family | Being well-respected |  |  | DTaP | Community type |
| Religious leader | Fun and enjoyment of life |  |  | HBV | Parent sex |
| News | Security |  |  | RV | Working in healthcare field |
| Media | Self-respect |  |  | Var | Hispanic ethnicity |
| Social media | A sense of accomplishment |  |  | HAV | Parent's insurance coverage |
| Internet |  |  |  | 2015/16 Flu | Child's insurance coverage |
| Scientific journal |   |   |   | 2016/17 Flu | Parent's race |
| aSelected up to 3bLikert-type items |
| cCondensed into a summary scale and categorized for ease of interpretation  |