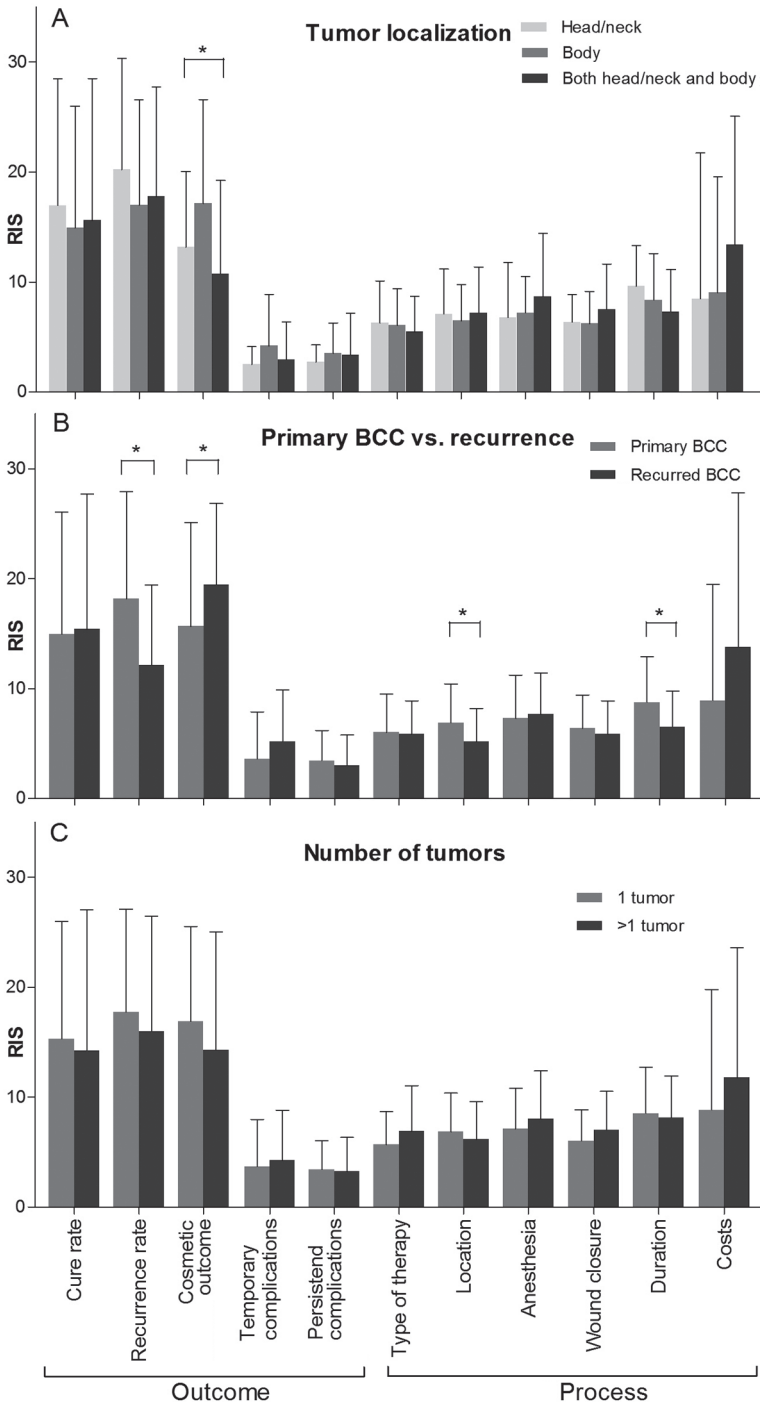

Fig. S3. Impact of tumour characteristics on preferences. (A) Participants with BCC in the head/neck region attached significantly greater value to cosmetic outcome than those with additional tumours on the body. (B) Participants with a recurrence regarded cosmetic outcome as more important, but recurrence rate, treatment location and time until wound closure as less relevant than those with a primary basal cell carcinoma (BCC). (C) The number of tumours did not significantly influence preferences. Differences were tested for significance with (A) Fisher-LSD *post hoc* test, (B, C) ANOVA and (B) Browne-Forsythe test. *Bars*: means with standard deviations. *$p < 0.05$.