

**Consumer Testing of
CAOC Coalition Recruitment Flyer
Intercept Survey N=11
Dates: 1/08 - 1/11/2024**

Eleven (11) individuals from 18 to 44 years of age, were selected to evaluate and consumer test the “CAOC Coalition Recruitment Flyer”. The surveys were collected from 1/08 - 1/11/2024.



Demographic Assessment

The demographics of the survey participants were as follows: Male (36%), Female (36%), Gender Queer/Non Binary (18%), and Questioning or unsure of gender identity (9%). The age breakdown was: 18-24 (9%), 25-34 (73%), and 35-44 (18%). The sexual orientation of the respondents were Bisexual/Pansexual/Sexually Fluid (36%), Heterosexual/Straight (36%), Questioning/Unsure (9%), Decline to State (9%), and Gay/Lesbian (9%). The ethnic breakdown was Hispanic or Latino (36%), White, non-Hispanic (27%), Black or African American (18%), Pacific Islander (9%), and Asian (9%).

The following was shared by the participants regarding the appearance, content, and comprehension:

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Appearance					
The font size was easy to read.	9 (82%)	1 (9%)	1 (9%)	0	0
The font type was easy to read	9 (82%)	1 (9%)	1 (9%)	0	0
The text layout was easy for the eye to follow.	8 (73%)	3 (27%)	0	0	0
The images enhance the text.	6 (55%)	3 (27%)	1 (9%)	1 (9%)	0
The colors enhance the delivery of the message.	6 (55%)	4 (36%)	1 (9%)	0	0

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Content					
There is enough information provided in the document.	8 (73%)	3 (27%)	0	0	0
There is unnecessary information in the document.	0	0	0	6 (60%)	4 (40%)
The information is presented in an order that is logical and organized.	6 (55%)	5 (45%)	0	0	0
The message is written in a positive manner.	10 (91%)	1 (9%)	0	0	0
Comprehension					
The message presented in the document is clear.	8 (73%)	3 (27%)	0	0	0
The terms used in the document are too scientific.	1 (9%)	0	0	7 (64%)	3 (27%)
There are words that I do not know.	0	0	0	4 (36%)	7 (64%)
The document has increased my knowledge about joining the Clean Air OC's Coalition.	5 (45%)	3 (27%)	3 (27%)	0	0

All of the participants agreed that the font size was easy to read. Most participants agreed the font type was easy to read. All respondents reported the text layout was easy for the eye to follow, and the colors enhanced the delivery of the message. A majority of the respondents felt the images enhanced the text

All of the participants agreed that there is enough information in the flyer. None of the participants felt the flyer contains unnecessary content. Participants found that the flyer is presented in an order that is logical and organized. All of the participants felt the message

is written in a positive manner.

All of the participants found that the message presented in the flyer is clear. A Majority of the participants responded that the terms used were not too scientific. The flyer made sense to a majority of the participants. All of the respondents reported that the document has increased their knowledge about joining the Clean Air OC's Coalition.

The following was shared by the participants regarding the cultural sensitivity and acceptability:

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Cultural Sensitivity					
The message is culturally sensitive adults in the Cypress community.	5 (45%)	2 (18%)	4 (36%)	0	0
The language is sensitive to adults in the Cypress community.	3 (27%)	4 (36%)	4 (36%)	0	0
The graphics/images are respectful to adults in the Cypress community.	3 (27%)	4 (36%)	3 (27%)	1 (9%)	0
The illustrations are appealing to adults in the Cypress community.	2 (18%)	4 (36%)	3 (27%)	2 (18%)	0
Acceptability					
The information on the flyer provides enough information about joining the Clean Air OC coalition.	5 (45%)	4 (36%)	1 (9%)	1 (9%)	0
After viewing the flyer, I am interested in learning more about the Clean Air OC coalition.	3 (27%)	6 (55%)	0	2 (18%)	0
I would pass the flyer on to the people I know.	4 (36%)	4 (36%)	1 (9%)	2 (18%)	0

Based on the feedback from the Consumer test, all of the respondents felt that the flyer was culturally sensitive to adults in the Cypress community. All of the respondents felt that the

language is sensitive to adults in the Cypress community. Most of the respondents agree that the graphics/images and illustrations are respectful to the community.

The information on the flyer is educational. After viewing the flyer, 82% of participants are interested in learning more about the Clean Air OC coalition. Seventy-two percent (**72%**) of the participants are likely to pass on the flyer to people they know.

When participants were asked about any confusing aspects about the flyer, they responded: 'No it is clear to follow and not overwhelming ', 'Images are a little overwhelming ', 'Nope', 'No', 'Some of the images are redundant Others Im not sure why they are there', and 'There are not'.

Participants were asked What could the flyer say that would make people want to learn more about resources on quitting smoking. Participant shared: 'Unsure', 'A Problem it's helping solve', 'I think it says it all ', 'Maybe something more flashy ', and 'A sentence about impacting the health of children'

The participants were asked are there any questions that you have that are not being addressed in this document, the following was shared: 'No' (3), 'Who am I contacting when I reach out What ages are allowed in the coalition', and 'Healthwise what does it do'.

The participants were asked what they liked most about the flyer, the following was shared: 'A good flow of images', 'The earth images are visually satisfying ', 'The colors complement each other very well', 'I enjoy the illustrations that are around the flyer', 'The colors '(2), 'It's colorful cute informative fun ', and 'I like the readability and how the graphics grab your attention'.

The participants were asked what they dislike most about the flyer, participants shared: 'The flyer feels a little "childlike" with some of the chosen illustrations', 'The heavy anti smoking rhetoric ', 'I think there could have been a little bit more time set before switching to the QR code', 'Nothing ', 'Too many images', and 'There is nothing I dislike'.

Participants were asked to provide suggestions for improvement, the following was shared: 'Including some sort of age requirement Maybe a link to follow for phones that may not pick up on the QR code', 'Different color font for the main message instead of orange ', 'Just make the time longer from the switch to the QR code', 'It looks great', 'Less images', and 'Make the font a slightly more contrasted color'.

The level of satisfaction with the flyer was high, and the respondents shared constructive feedback for improvement. The data collected from the Consumer test will be utilized to make improvements to the flyer.