

**Supplementary Table SIV Illustrative quotes of the feedback given and how it was categorised according to age group.**

	<b>Adolescents</b>	<b>Emerging adults</b>
<b>Negative</b>	I felt like some of the information was quite obvious. (Female, Control)	I felt like it was a bit wordy. It would have been better to draw out the key points and make them into paragraphs or maybe even use diagrams instead. I got a bit bored reading all the information. (Female, Control)
	Very uncomfortable. (Male, FertiEduc)	It is a stressful thing to read, normally I don't think about my fertility. (Female, FertiEduc)
	The information made me a little uneasy. (Female, FertiEduc)	Worrying how female fertility decreases at quite a young age. I would definitely not be ready to start having children at 23 (in 2 yrs time). (Female, FertiEduc)
<b>Mixed</b>	Able to inform people, but perhaps too text heavy for some. (Male, Control)	Quite daunting about how much your fertility decreases as you get older. (Female, FertiEduc)
	It was informative, but people may not take the time to read it if they are not told to as it was not particularly grabbing/ we are told these things many times in media. (Male, Control)	Very informative, not so relevant for myself. (Male, Control)
	Quite helpful and informative, but not something I necessarily feel I need to learn about at the moment. (Male, FertiEduc)	Too much pink and too passive in tone. Useful bullet points and good info about potential harm to baby. (Male, Control)
<b>Neutral</b>	Useful and well explained however there was too much of it to take on at once. (Female, FertiEduc)	Clear. Understandable. Informative without being accusatory. Possibly too much text to get the point across. (Male, Control)
	It is awful that a child is at so much risk even if there is someone smoking who is not their parent. (Female, Control)	Lots of information to read (this may be due to the computer screen as I find it easier reading from paper useful) – plain terminology and easy to understand; (it) didn't seem to flow, seemed to just be random facts which may not apply to everyone so could lose interest. (Female, FertiEduc)
	Average. (Male, FertiEduc)	There are lots of options for infertile couples to be able to have children. (Female, FertiEduc)
<b>Positive</b>	A lot to take in. (Female, FertiEduc)	Thought provoking. Important to read as some people may not know the effects. (Female, Control)
	I feel the information was well presented and was very informative. (Female, Control)	It was helpful. Good to start thinking how life choices could affect me in later life. (Male, Control)
	I think it was helpful to gather this information so then you know all about it. (Female, Control)	All good information. (Male, FertiEduc)
	It was enlightening to learn about fertility and it makes me want to be more aware of my own fertility. (Female, FertiEduc)	Clear, precise very educational. (Male, FertiEduc)
	It was presented well and easy to read. (Male, FertiEduc)	Good to know. Helpful. (Female, FertiEduc)
	It was informative. (Female, FertiEduc)	I feel more informed about fertility and when to think about trying to have a child. (Female, FertiEduc)
	Very well presented. Different boxes with key information and colours were helpful. (Female, FertiEduc)	Visual graphics very helpful. Informative and easy to understand. (Male, FertiEduc)
	Very thorough and informative. (Male, FertiEduc)	Lots of information, like the diagrams makes it easy to see. Lots of text, definitions were helpful as well.(Male, FertiEduc)
	I didn't know about a lot of the information on there. It was well presented and easy to follow and looked good. (Female, FertiEduc)	

Note: FertiEduc = Fertility education information.