**Appendix 1. Interview guide for in-depth interviews about graphic warning labels**

*Read: Thank you for your interest in our study. I am going to show you different health warning labels that are designed to be on cigarette packs. These warning labels are full-color pictures of the health effects of smoking. We’ll be looking at 12 of these warnings in total. Some may make you feel uncomfortable.* *We’re interested in hearing what your thoughts are about the labels. There are no right or wrong answers.*

[Throughout the interview, dictate the graphic warning label number for the audiorecording.]

[Shuffle the cards to randomize.]

**Reactions**

*First, we will look at the labels one at a time.*

[Give the participant one label.]

*Take your time and look at this label. When you are ready, I will ask you some questions about the label.*

1. Tell me about the first thing you noticed as you looked at this warning label.
   1. What things come to mind when you look at this label?
2. Tell me about the message that you think this label is trying to get across.
   1. Does it make sense with what you know?
   2. Was there any new information that you didn’t know before?
   3. Did anything surprise you?
   4. *Probe on subtext if present and if it doesn’t come up:* What did you think about this text here? Does it make sense with what you know?
3. How did the label make you feel?
   1. What did you notice more: the text or the picture?

[Repeat the above procedures and questions for each label one at a time. Once finished with all of the labels, move on to the next section.]

**Risk Perceptions**

*Now we will discuss all of the labels together.*

[Give the participant all of the labels.]

1. Which labels show a health effect that seems very harmful? Tell me about why you chose those labels.
   1. *Probe if s/he picks all or most of the labels for ‘very harmful’:* What would be your top three labels? Why those three?
   2. Which labels show a health effect that seems not at all harmful? Tell me about why you chose those labels.
   3. How much did the text vs. the picture influence your piles? Which did you look at more when deciding what pile to put it in?
2. Which labels make you worry the most about your smoking?
3. Which labels make you think that the health effect is likely to happen to you?

**Efficacy Perceptions**

1. Now, think about how effective the labels are on motivating you to quit smoking. Tell me about which labels are very likely to motivate you to quit. Why?
   1. Which are least likely to motivate you to quit? Why?
   2. How much did the text vs. the picture influence your piles? Which did you look at more when deciding what pile to put it in?
2. Tell me about which labels make you feel more able to quit smoking. Why?
   1. *Probe on subtext if present and if it doesn’t come up:* What did you think about this text here? Does it make sense with what you know?
3. Tell me about which labels would motivate you to call the Quitline. Why?
   1. *For labels with a Quitline response efficacy message, probe on subtext if it doesn’t come up:* What did you think about this text here? Does it make sense with what you know? How credible is it?

**Perceived Similarity to Character**

[Pull out the labels with people pictured]

1. These labels show pictures of people who have some health effect from tobacco smoke, either their own or secondhand smoke from others, or some benefit of quitting. Which people do you think are most like you? Why?
   1. Tell me about why you thought these other people were not like you. What’s different?
   2. Tell me about the changes that you would make to these warnings so that the people pictured would seem more like you.
   3. Did you look at all at demographic factors, like the person’s age, race, or gender?

[Give all labels back to participant]

**Conclusion**

1. Tell me about the changes that you would make to these warnings to better motivate you to quit.

*Potential probes if needed:*

* 1. *If person didn’t seem very motivated to call the Quitline:* What changes to motivate you to call the Quitline?
  2. *If person seemed unaffected by the warnings of harm:* What changes would make the effects seem very harmful? Make you worry more about smoking?