

DOCUMENT A: INTERVIEW GUIDE FOR USERS

Introduction: Thank you so much for coming and doing this interview today. I really appreciate your time. I'm very interested in learning more about your tobacco use.

GENERAL EXPERIENCES:

1. Please tell me generally what kinds of experiences you've had, if any, with any type of tobacco product, including e-cigarettes, regular cigarettes, chew, cigars and so on? (If report nothing, clarify: So you've never tried a tobacco product even one time, not even a puff, or anything else (a cigarette, pipe, cigar, bidi cigarette, hookah or chewing tobacco)?
2. How many times and how often have you tried any tobacco? Probe to ask about tobacco products used including *product of interest*.

DESCRIPTION OF INITIATION EXPERIENCE FOR ANY TOBACCO PRODUCT:

3. In as much detail as possible, going from beginning to end, tell me the story of the first opportunity you had to use a tobacco product.
(start with first tobacco product used and then continue with all other tobacco products used, including product of interest or, if the person has used many, consider asking about their first experience and then their experience with the product of interest)

Additional probes:

- What made you decide to try **this** tobacco product first? How much planning went into this decision/first use?
- Who were you with when you first used this product?
- Where were you?
- What were you thinking about when you decided to try this product?
- How did you feel during/after?
- Can you describe the flavor of the product? (Probe further as needed)
- What about this initial experience was appealing
- What about this experience was unappealing
- What did you think about trying this product before you tried them?
- What do you think about this product now?
- What do you think about flavored vs unflavored versions of this product?

DESCRIPTION OF DAILY EXPERIENCE:

4. Can you walk me through a typical day for you, describing when and how you used *product of interest* and other tobacco products throughout the day? (if they say they don't usually use *product of interest*, ask them to describe the last time they used *product of interest*).

Additional probes:

- Any noticeable changes from first experience?
- What are the reasons that you continue to use *product of interest?
- If *product of interest* did not come in flavors would this change how you use them?

APPEAL AND FLAVORS:

5. Can you describe what it is about *product of interest* that you find appealing?

Additional probes:

- What flavors do you prefer?
- What is it about these flavors that you find appealing?
- What do you associate with these flavors?
- Are there any things that you don't like about *product of interest*?
- Are there any things you don't like about using *product of interest*?
- How do you feel about the smell of the product?

DESCRIPTION OF CONTINUED USE:

6. Do you use *product of interest* more now than you did in the past? Can you tell me about that?

Additional probes:

- What about any of the other products that you mentioned using?
- Have there been times when you used *product of interest* more than you do now? Can you tell me about that?
- What about any of the other products that you mentioned using?
- Do you see yourself continuing to use this product in the foreseeable future? Why or why not?
- What would make you more or less likely to use this product or another product?

7. Are there times when you use more than one tobacco product?

Additional probes:

- Can you tell me how that works?
- Are there times you might use one product over another? (Place (e.g., school, home, public), Person (e.g. with friends, with family, with same-gender friends or opposite-gender friends), Activities (e.g., alone, at parties, at sporting events), as well as availability / ease of acquisition)

8. If *product of interest* did not come in flavors, how would this change whether or not to continue to use them?

FUTURE INTENTIONS

9. What are some of your thoughts on using or not using *product of interest* in the future?

Additional probes:

- Whether teen thinks s/he will smoke, how soon
- Whether it's conditional on something, what
- Thoughts/feelings about it
- Thoughts about use
- Any consequences mentioned, what types of consequences
- Any benefits mentioned, what types

PERCEPTIONS OF WHO USES *product of interest* AND SOCIAL NORMS/ACCEPTABILITY:

10. What kind of person do you think uses *product of interest*? Describe them for me.

11. What do you think of your friends who use *product of interest*?

12. How would you feel if someone you were dating used *product of interest*?

13. Have you seen celebrities using *product of interest*?

Additional probes:

- Can you describe the context?
- Was it on TV, movies, was it an advertisement?
- What did you think about the product when you saw the celebrity using it?

14. Do you think youth your age are more likely to prefer a flavored or unflavored product? Why?

Additional probes:

- Do you think there are certain types of people who are more likely to prefer certain types of flavors? Can you describe?

15. How do people your age feel about conventional cigarettes?

Additional probes:

- Are they acceptable?
- Would friends / parents/ others be upset if you used cigarettes? Explain.

16. How do people your age feel about *product of interest*?

Additional probes:

- Are they acceptable?
- Would friends / parents/ others be upset if you used *product of interest*? Explain.

PARENTS AND *product of interest* USE:

17. What do your parents think about using *product of interest*?

18. Have your parents ever used an *product of interest*? If so, what were some of the good things that resulted from them using? What were some of the bad things? If not, what were some of the good/bad things from not using?

19. Have your parents talked with you about using or not using *product of interest*?

MARKETING:

20. Where have you seen messages promoting e-cigarettes?

Additional probes:

- What did these messages say?
- Who produced these messages (e.g., other teens? E-cig industry)

21. Can you describe where you have seen messages warning against using *product of interest*?

Additional probes:

- What did these messages say?
- Who produced these messages (e.g., other teens? E-cig industry?)

22. Can you describe the types of messages you have seen about *product of interest* on television?

23. Can you describe the types of messages you have seen about *product of interest* on-line?

24. Have friends ever sent you information about *product of interest*? Explain

25. Have you ever sent information to others about *product of interest*? Explain

POLICY/2ND HAND SMOKE:

26. Do you think *product of interest* should be allowed to be used in-doors? Why or why not?
27. Do you think it's ok to use *product of interest* in front of your friends? Why or why not?
28. Do you think it's ok to use *product of interest* in front of children and babies? Why or why not?

DESCRIPTION OF PRODUCT:

29. For people with experience using *product of interest*, if they own *product of interest* ask them to come in with it
30. How would you describe the *product of interest* that you brought in today? (Be sure to take a pic of it and write down the make/model if the info is on the product)

Additional probes:

- What flavors do you use?
- What amount of nicotine?
- Would people you know use different words to describe the *product of interest*?
- How would they describe it? What do you call this product?
- What are the types of e-cig juice that you use with this e-cigarette?

***[If they did not bring in a *product of interest* but are a *product of interest* user]
Do you own *product of interest*?**

If Yes:

31. How would you describe it?

Additional probes:

- What flavors do you use?
- What amount of nicotine?
- Would people you know use different words to describe the *product of interest*?
- How would they describe it?
- What are the types of e-cig juice that you use with this e-cigarette?

If No:

32. How do you usually get *product of interest*?

Additional probes:

- Where do you get it from?
- How would you describe it?
- What flavors do you use?
- What amount of nicotine?
- Would people you know use different words to describe the product?
- How would they describe it?
- What are the types of e-cig juice that you use with this e-cigarette?

DOCUMENT B: INTERVIEW GUIDE FOR NON-USERS

Thank you so much for coming and doing this interview today. I really appreciate your time. I'm very interested in learning more about your ideas about tobacco use.

GENERAL EXPERIENCES:

1. Please tell me generally what kinds of experiences you've had, if any, with any type of tobacco product, including e-cigarettes, regular cigarettes, chew, cigars and so on?

(If report nothing, clarify: So you've never tried a tobacco product even one time, not even a puff, or anything else (a cigarette, pipe, cigar, bidi cigarette, hookah or chewing tobacco)?

DECISION MAKING MOMENT:

2. Do you think there was a moment when you decided you were NOT going to try cigarettes? When was that? How did you come to that decision?
3. Do you think there was a moment when you decided you were NOT going to try *product of interest*? When was that? How did you come to that decision?
4. Do you think there was a moment when you decided you were NOT going to try any tobacco product? When was that? How did you come to that decision?
5. What conditions would need to be different to change your decision? (i.e. could get into trouble, no access, not harmful, etc.)

OPPORTUNITY TO USE

6. Have you ever had the opportunity to use *product of interest* but chosen not to?

If Yes:

7. In as much detail as possible, going from beginning to end, tell me the story of a time when you had the opportunity to use *product of interest* but didn't.

Additional probes:

- Feelings about or attitude towards *product of interest*
- Circumstances of the event—location, if drugs/alcohol were involved
- Whether you had talked about it ahead of time with anyone. If so, who?

- How much planning went into the event, any preparation
 - Thoughts and feelings at the time
 - What was going through your mind just before this experience?
 - What was going through your mind just after this experience?
 - Is there anything you wish had done differently?
 - Tell me all the reasons why you did not use *product of interest* on that occasion.
8. Have you ever had the opportunity to use other tobacco products but chosen not to?

If Yes:

9. In as much detail as possible, going from beginning to end, tell me the story of a time when you had the opportunity to use another tobacco product but didn't.

Additional probes:

- Feelings about or attitude towards the product
- Circumstances of the event—location, if drugs/alcohol were involved
- Whether you had talked about it ahead of time with anyone. If so, who?
- How much planning went into the event, any preparation
- Thoughts and feelings at the time
- What was going through your mind just before this experience?
- What was going through your mind just after this experience?
- Is there anything you wish had done differently?
- Tell me all the reasons why you did not use the product on that occasion.

FUTURE INTENTIONS

10. What are some of your thoughts on using or not using *product of interest* in the future?

Additional probes:

- Whether teen thinks s/he will smoke, how soon
- Whether it's conditional on something, what
- Thoughts/feelings about it
- Thoughts about use
- Any consequences mentioned, what types of consequences
- Any benefits mentioned, what types

PERCEPTIONS OF WHO USES *product of interest* AND SOCIAL NORMS/ACCEPTABILITY:

11. Can you tell me everything you have heard about the *product of interest* (Probe for good and bad things. Who did you hear these things from?)

12. What kind of person do you think uses *product of interest*? Describe them for me.

13. What do you think of your friends who use *product of interest*?

14. How would you feel if someone you were dating used *product of interest*?

15. Have you seen celebrities using *product of interest*?

Additional probes:

- Can you describe the context?
- Was it on TV, movies, was it an advertisement?
- What did you think about the product when you saw the celebrity using it?

16. Do you think youth your age are more likely to prefer a flavored or unflavored product? Why?

Additional probes:

- Do you think there are certain types of people who are more likely to prefer certain types of flavors? Can you describe?

17. How do people your age feel about conventional cigarettes?

Additional probes:

- Are they acceptable?
- Would friends / parents / others be upset if you used cigarettes? Explain.

18. How do people your age feel about *product of interest*?

Additional probes:

- Are they acceptable?
- Would friends / parents / others be upset if you used *product of interest*? Explain.

PARENTS AND *product of interest* USE:

19. What do your parents think about using *product of interest*?

20. Have your parents ever used an *product of interest*? If so, what were some of the good things that resulted from them using? What were some of the bad things? If not, what were some of the good/bad things from not using?

21. Have your parents talked with you about using or not using *product of interest*?

MARKETING:

22. Where have you seen messages promoting e-cigarettes?

Additional probes:

- What did these messages say?
- Who produced these messages (e.g., other teens? E-cig industry)

23. Can you describe where you have seen messages warning against using *product of interest*?

Additional probes:

- What did these messages say?
- Who produced these messages (e.g., other teens? E-cig industry?)

24. Can you describe the types of messages you have seen about *product of interest* on television?

25. Can you describe the types of messages you have seen about *product of interest* on-line?

26. Have friends ever sent you information about *product of interest*? Explain

27. Have you ever sent information to others about *product of interest*? Explain

POLICY/2ND HAND SMOKE:

28. Do you think *product of interest* should be allowed to be used in-doors? Why or why not?

29. Do you think it's ok to use *product of interest* in front of your friends? Why or why not?

30. Do you think it's ok to use *product of interest* in front of children and babies? Why or why not?