INTERVIEW PROTOCOL

Use and Perceptions of E-Cigarettes

Introduction
Hello I’m NNN; I arranged to meet with you to talk about the research I’m doing into tobacco control policies. Before we start I’d like to show you some information about the interview and check to see whether you have any questions about my work. Here’s an information sheet, please take a few moments to look through this.

- Provide participants with an Information Sheet and outline the key points in this.

You’ll see that I’m doing this work as an exploration of how young adults are using e-cigarettes..

- Explain recording of the interview and participants’ rights in relation to this. ONCE PARTICIPANTS HAVE AGREED TO INTERVIEW BEING RECORDED, TURN RECORDER ON AND NOTE THAT IT IS NOW ON.

READ OUT WHILE RECORDER IS ON:
As a participant in the research, you have the right to ask questions at any time, to decide if you would prefer not to answer some questions, to receive a copy of the findings, and to withdraw from the research at any time. Please note that your responses will be confidential to the research team members.

- Check whether respondent has any questions about the interview.
- Further check on questions, if none, ask the participants to sign the Consent Form.

Smoking History

First I’m just going to ask you a few questions about smoking in general:

1. Can you tell me about how you first started smoking? **Probe:** How old were you? Where did you get the cigarettes from? Who were you with? Where were you? What do you remember about that first experience of smoking?

2. And how has your smoking developed since then? **Probe:** About how many cigarettes do you smoke each day? When do you normally smoke? Are there any times when you smoke more or less during the day? **Probe:** Explore increased smoking in social settings and when drinking.

3. And how long ago did you start using e-cigarettes? **Probe:** Tell me a bit about the e-cigarette you use. [Perhaps show images of different options, including pens, first and second
generation e-cigarettes) What brand is it? How many different types of e-cigarette have you tried? What were they like? Which one are you using now? What is it about this brand that you like? Does it have nicotine or not?

4. So where did you learn about e-cigarettes? Where did you first see these being used? **Probe:** explore all sources of information. Have you seen them advertised? What did they advertising say? What did you think of those claims?

5. Where did you get your current e-cigarette from? What made you decide to get it from there? **Probe** how participant learned about supply outlet, particularly for nicotine delivering e-cigarettes. Have you ever made your own mix for e-cigarettes? How did you go about doing this? **Probe supplies, flavour etc.**

6. What made you think about using e-cigarettes? **Probe:** Explore benefits such as reduced harm, help quitting among existing smokers. For non-smokers of combustible tobacco, explore taste, smoke, smell appeal of vaping and social dimensions. **Probe understanding of addiction – How addictive do you think vaping is? What makes you think that?**

7. Where did you first have an e-cigarette? Who were you with? Was it your own e-cigarette? **Probe:** if not, where did you get the e-cigarette from?

8. What was it like? How did it compare to smoked tobacco? **Probe, which did they prefer (check throat hit, light head feelings and whether these were present or missed).** What were the pros and cons compared to smoking tobacco? If some one asked you the best thing about vaping, what would you tell them? **Probe**

9. Are you still smoking tobacco as well? Take me through a normal day – when do you vape and when do you smoke? **Probe – why do you vape and smoke at those times? Check dual usage behaviours if relevant. If just vaping, probe how frequency of vaping compares to past smoking.** If you’re just vaping now, how often do you vape compared to how often you used to smoke? **Probe differences** – what brought these about do you think?

10. Have you tried quitting since you started vaping? What did you do? Tell me how it worked out? **Probe how long participant was smokefree, extent of vaping during quit attempt, how quit attempt ended, check current dual usage if this is occurring.**

11. Whereabouts do you normally vape? **Probe whether private or public settings.** Are there other people around? Who are they? Are they vaping as well? How do they respond to your vaping? **Probe responses from others.** Has anyone ever asked you not to vape around them? Tell me what happened?

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13. Where do you think vaping should be allowed? What makes you think that? How do you think it affects people who don’t smoke or vape?

14. Do you belong to any vaping groups? Are these online, real-world or both? Thinking just about online groups, how did you hear about these? How often would you hang with these groups each day? What do you get from belonging to these groups?
15. Thinking about real-world vaping groups, how did you hear about these? How often do you meet up with members to vape? Whereabouts do you meet? How many are there? Tell me a bit about the people who go along **Probe to see how varied the group is**. Are there other people around when you’re vaping? What reactions do you get from them?

16. Have you ever introduced anyone to vaping? What happened? **Probe if person was a smoker or non-smoker previously.**

**Summary**

1. These are all the questions I wanted to ask you. Do you have any other comments you’d like to make about e-cigarettes or vaping?

2. Finally, I just have a short questionnaire for you to complete, please. Like the rest of our discussion, the information you provide will be completely confidential and only members of the research team will be able to access it. **Provide respondent with demographic questionnaire and collect and check on completion**