

Supplement 2 Characteristics of the interviewees

Group interview	Interviewee number	Participated in survey	Educational level	Gender	Age	Experience with smoking
1	#1.1	No	Low	Male	16	Smoker
1	#1.2	No	Low	Female	17	Ex-smoker
1	#1.3	No	Low	Male	18	No experience
2	#2.1	No	Low	Female	16	No experience
2	#2.2	No	Low	Female	15	Experimented
2	#2.3	No	Low	Female	16	Experimented
3	#3.1	Yes	High	Female	16	Experimented
3	#3.2	Yes	High	Female	16	No experience
3	#3.3	Yes	High	Female	16	No experience
4	#4.1	Yes	High	Female	16	No experience
4	#4.2	Yes	High	Female	16	No experience
4	#4.3	Yes	High	Female	16	No experience
5	#5.1	No	High	Male	15	Smoker
5	#5.2	No	High	Male	16	Smoker
5	#5.3	No	High	Male	15	Ex-smoker