### Supplement 1: Participant Demographics and Category

| No | Gender | Age | Ethnicity                     | Category                                                                 |
|----|--------|-----|-------------------------------|--------------------------------------------------------------------------|
| 1  | Male   | 36  | Other: White other            | Successfully quit smoking using an E-cigarette (1)                       |
| 2  | Male   | 45  | Asian/Asian/British           | Successfully quit smoking using E-cigarette (1)                          |
| 3  | Female | 28  | White (Northern Irish/British) | Failed to quit smoking using an E-cigarette (2)                          |
| 4  | Female | 23  | White (Northern Irish/British) | Successfully quit smoking using an E-cigarette (1)                       |
| 5  | Female | 22  | White (Northern Irish/British) | I have never smoked conventional cigarettes or used an E-cigarettes (6)  |
| 6  | Female | 19  | White (Northern Irish/British) | Successfully quit smoking using an E-cigarette (1)                       |
| 7  | Male   | 19  | White (Northern Irish/British) | Successfully quit smoking using an E-cigarette (1)                       |
| 8  | Female | 24  | Asian/Asian/British           | Failed to quit smoking using an E-cigarette (2)                          |
| 9  | Male   | 26  | Other: Lithuanian             | Failed to quit smoking using an E-cigarette (2)                          |
| 10 | Female | 35  | White (Northern Irish/British) | Successfully quit smoking using an E-cigarette (1)                       |
| 11 | Female | 22  | Other: Arab                   | Failed to quit smoking using an E-cigarette (2)                          |
| 12 | Female | 18  | White (Northern Irish/British) | I have never smoked conventional cigarettes or used an E-cigarette (6)  |
| 13 | Male   | 19  | Asian/Asian/British           | Successfully quit smoking using an E-cigarette                           |
| 14 | Male   | 25  | White (Northern Irish/British) | Failed to quit smoking using an E-cigarette (2)                          |
| 15 | Female | 19  | Asian/Asian/British           | I have never smoked conventional cigarettes or used an E-cigarette (6)  |
| 16 | Female | 25  | Other: Arab                   | I have never smoked conventional cigarettes or used an E-cigarette (6)  |
| 17 | Male   | 21  | Other: Pakistani              | I have never been a conventional cigarette smoked but I use E-cigarettes regularly (5) |
| 18 | Male   | 27  | White (Northern Irish/British) | Failed to quit smoking using an E-cigarette (2)                          |
| 19 | Male   | 18  | Asian/Asian/British           | I have never been a conventional cigarette smoked but I use E-cigarettes regularly (5) |
| 20 | Female | 34  | Asian/Asian/British           | I have never smoked conventional cigarettes or used an E-cigarette (6)  |
| 21 | Female | 23  | White (Northern Irish/British) | I am a smoked who has tried E-cigarettes but has no intention to quit (4) |
| 22 | Male   | 24  | White (Northern Irish/British) | I am a smoked who has tried E-cigarettes but has no intention to quit (4) |
| 23 | Male   | N/A | White (Northern Irish/British) | I am a smoked who uses E-cigarettes but has no intention to quit (3)     |
| 24 | Female | 22  | Other: Arab                   | Failed to quit smoking using an E-cigarette (2)                          |
|   |   |   |                                                                                   |
|---|---|---|-----------------------------------------------------------------------------------|
| 25 | Male | 23 | **Asian/Asian British**                                                           |
| 26 | Male | 19 | I have never been a conventional cigarette smoked but I use E-cigarettes regularly |
| 27 | Male | 28 | Failed to quit smoking using an E-cigarette (2)                                  |
| 28 | Female | 53 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 29 | Female | 56 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 30 | Female | 24 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 31 | Male | 29 | Successfully quit smoking using an E-cigarette (1)                                |
| 32 | Female | 35 | Successfully quit smoking using an E-cigarette (1)                                |
| 33 | Male | 54 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 34 | Female | 22 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 35 | Male | 28 | Successfully quit smoking using an E-cigarette (1)                                |
| 36 | Female | 32 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 37 | Female | 46 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 38 | Female | 48 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 39 | Female | 60 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 40 | Female | 20 | I am a smoker who has tried E-cigarettes but has no intention to quit (4)         |
| 41 | Female | 24 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 42 | Male | 65 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 43 | Female | 40 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 44 | Female | 60 | Successfully quit smoking using an E-cigarette (1)                                |
| 45 | Male | 29 | I have never smoked conventional cigarettes or used an E-cigarette (6)            |
| 46 | Female | 24 | Successfully quit smoking using an E-cigarette (1)                                |
| 47 | Female | 57 | Successfully quit smoking using an E-cigarette (1)                                |
| 48 | Female | 55 | Successfully quit smoking using an E-cigarette (1)                                |
| 49 | Female | 21 | I am a smoker who has tried E-cigarettes but has no intention to quit (4)         |
| Age | Sex | Age Group | Ethnicity | Description |
|-----|-----|-----------|-----------|-------------|
| 50  | Female | 46 | White (Northern Irish/British/Irish) | I have never smoked conventional cigarettes or used an E-cigarette (6) |
| 51  | Male | 43 | White (Northern Irish/British/Irish) | Successfully quit smoking using an E-cigarette (1) |