Figure 2: Perceptions of product health risk and appeal, based on warning label type (n=1000)

- **Reduce Health Risks**: 23.2% selecting graphic or text warning labels
- **Want to Be Seen Using**: 52.7%
- **Least Attractive to a Smoker**: 61.3%
- **Consider Health Risks**: 63.6%
- **Appeal to Peers**: 53.2%
- **Most Dangerous to Health**: 28.3%
- **Attract your Attention**: 47%
- **Have Better Taste**: 23.7%
- **Deliver Dangerous Chemicals**: 31.8%