Figure 3: Perceptions of product health risk and appeal, based on presence of flavor descriptor (n=1000)

- Deliver Dangerous Chemicals: 7.3% select flavor descriptor, 10.8% no descriptor
- Have Better Taste: 6.6% select flavor descriptor, 6.6% no descriptor
- Least Attractive to a Smoker: 7.8% select flavor descriptor, 20.1% no descriptor
- Most Dangerous to Health: 5.6% select flavor descriptor, 10.5% no descriptor
- Consider Health Risks: 6.2% select flavor descriptor, 11.4% no descriptor
- Appeal to Peers: 5.2% select flavor descriptor, 38.8% no descriptor
- Want to Be Seen Using: 6.1% select flavor descriptor, 26.3% no descriptor
- Reduce Health Risks: 5.9% select flavor descriptor, 10.3% no descriptor
- Least Attractive to a Smoker: 7.8% select flavor descriptor, 20.1% no descriptor
- Most Dangerous to Health: 5.6% select flavor descriptor, 10.5% no descriptor
- Consider Health Risks: 6.2% select flavor descriptor, 11.4% no descriptor
- Appeal to Peers: 5.2% select flavor descriptor, 38.8% no descriptor
- Want to Be Seen Using: 6.1% select flavor descriptor, 26.3% no descriptor
- Reduce Health Risks: 5.9% select flavor descriptor, 10.3% no descriptor

% Selecting Flavor Descriptor or No Descriptor

0 5 10 15 20 25 30 35 40 45 50