Figure 4: Perceptions of product health risk and appeal, based on presence of product branding

- Reduce Health Risks: 4.8% (Branded), 17.5% (Plain)
- Want to Be Seen Using: 3% (Branded), 55.2% (Plain)
- Least Attractive to a Smoker: 8.9% (Branded), 51.4% (Plain)
- Consider Health Risks: 7.6% (Branded), 24.6% (Plain)
- Appeal to Peers: 3.9% (Branded), 61.7% (Plain)
- Most Dangerous to Health: 7.3% (Branded), 20.8% (Plain)
- Attract your Attention: 6.6% (Branded), 62.4% (Plain)
- Have Better Taste: 3.7% (Branded), 52.5% (Plain)
- Deliver Dangerous Chemicals: 5% (Branded), 25.3% (Plain)