

The Appeal of E-Cigarette Flavors

Survey results from four major Texas cities

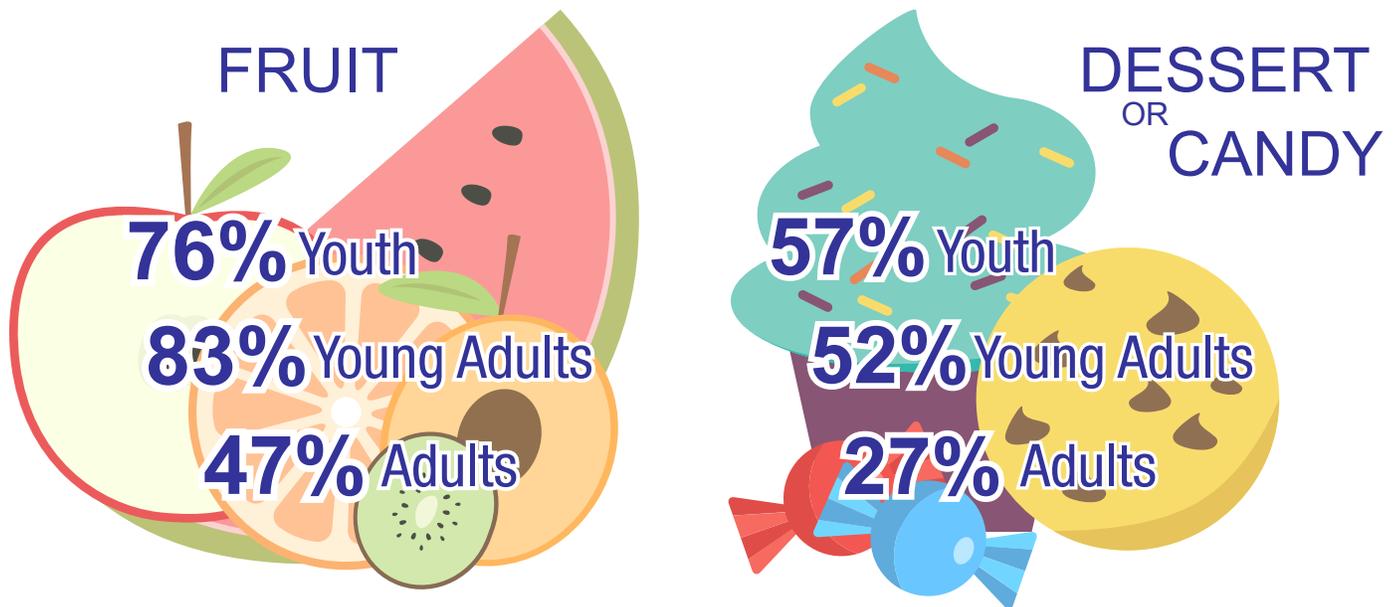
FLAVORS MAY ENTICE YOUNGER TEXANS TO TRY E-CIGARETTES

Among current users, % whose first e-cigarette was flavored (not tobacco)



SWEET FLAVORS MOST POPULAR AMONG YOUNGER TEXANS

Among current users, % who use e-cigarettes with a “sweet” flavoring



RESTRICTING SWEET FLAVORS COULD REDUCE USE AMONG YOUNG TEXANS

If flavors were not available, % of current users who would NOT use e-cigarettes



DISCLOSURE

Data were collected in Texas (Austin, Dallas/Ft. Worth, Houston, and San Antonio) and are currently under review for publication. The research reported here was supported by grant number [1 P50 CA180906-01] from the National Cancer Institute (NCI) and the FDA Center for Tobacco Products (CTP). The content is solely the responsibility of authors and does not necessarily represent the official views of the NIH or the Food and Drug Administration.

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