Participants were asked "How interested would you be in using a JUUL e-cigarette in each of the following flavors?". Participants rated their interest (0-10 scale) in using e-cigarettes in each of 30 flavors, including four tobacco flavors – Classic Tobacco*, Smooth Tobacco, Rich Tobacco and Menthol*. The other 22 flavors represented fruit, sweet, dessert/pastry and drink flavors that are not offered in JUULpods and were – currently offered in JUUL refill pods, known as 'JUULpods'.

Understanding the youth appeal of flavors marketed by JUUL is therefore critically important. In 2018, one brand – JUUL, marketed and not marketed flavors. The FDA has also asserted that much of the rise in youth e-cigarette use observed between 2017 and 2018 was driven by use of e-cigarettes that emerged in 2018. e-cigarettes to adult smokers as an alternative to continuing to smoke cigarettes. The ability to inhale e-cigarette vapor aerosol in a vast and growing variety of characterizing flavors – a distinguishable and unique aspect of JUULpods – is expected to have the greatest appeal to youth (e.g. Cotton Candy, Bubblegum, Chocolate Chip Cookie). No images of e-cigarette brands in JUULpods were shown.

The availability of these flavors in JUULpods is therefore unlikely to have been a significant driver of recent increases in youth use of e-cigarettes. Adolescents who had never used an e-cigarette had very low interest in using an e-cigarette in flavors not offered in JUULpods (Grouped Med. = 0.9, IQR: 0.1-5.1), but higher than their interest in the characterizing flavors (Grouped Med. = 0.7, IQR: 0.1-3.3) and tobacco/flavorless flavors (Grouped Med. = 0.4, IQR: 0.3-1.2) offered in JUULpods.

Conclusions
Adolescents who had never used an e-cigarette had very low interest in using an e-cigarette in each of the 30 tested flavors, with median ratings ranging from 0.3 (“Vanilla Ice Cream”, IQR: 0.0-1.0) to 1.1 out of 10 (“Cotton Candy”, IQR: 0.1-5.7).

For each flavor, current e-cigarette users reported significantly higher use interest than former users, and former e-cigarette users reported a significantly higher use interest than never e-cigarette users (p<0.01).

Of the eight flavors offered in JUULpods, “Cotton” appeared most to each e-cigarette use group. Absolute interest in using a fruit-flavored e-cigarette was low among never e-cigarette users (ranked 6/30; Med. = 0.9, IQR: 0.1-5.1), but higher than their interest in the characterizing flavors (Grouped Med. = 0.7, IQR: 0.1-3.3) and tobacco/flavorless flavors (Grouped Med. = 0.4, IQR: 0.3-1.2) offered in JUULpods.

Results
Never e-cigarette users reported very low interest in using an e-cigarette in each of the 30 tested flavors, with median ratings ranging from 0.3 (“Vanilla Ice Cream”, IQR: 0.0-1.0) to 1.1 out of 10 (“Cotton Candy”, IQR: 0.1-5.7).

For each flavor, current e-cigarette users reported significantly higher use interest than former users, and former e-cigarette users reported a significantly higher use interest than never e-cigarette users (p<0.01). The availability of several highly appealing flavors not offered in JUULpods (e.g. Cotton, Candy, Strawberry), and one of eight flavors offered in JUULpods (fruit), however, may encourage adolescents to continue or re-initiate e-cigarette use. Federal and state efforts to prevent and reduce youth use of e-cigarettes will require a greater understanding of the roles played by product features other than flavors (e.g. design, marketing) and by external factors (e.g. peer/social influences) in enhancing the youth appeal and experience of using JUUL and other e-cigarette brands.

Data were weighted to be nationally representative of the U.S. adolescent population on age, gender and census region.

Participants rated their interest (0-10 scale) in using e-cigarettes in each of 30 flavors, including four tobacco flavors – Classic Tobacco*, Smooth Tobacco, Rich Tobacco and Menthol*. The other 22 flavors represented fruit, sweet, dessert/pastry and drink flavors that are not offered in JUULpods and were – currently offered in JUUL refill pods, known as 'JUULpods'.

Understanding the youth appeal of flavors marketed by JUUL is therefore critically important. In 2018, one brand – JUUL, marketed and not marketed flavors. The FDA has also asserted that much of the rise in youth e-cigarette use observed between 2017 and 2018 was driven by use of e-cigarettes that emerged in 2018. e-cigarettes to adult smokers as an alternative to continuing to smoke cigarettes. The ability to inhale e-cigarette vapor aerosol in a vast and growing variety of characterizing flavors – a distinguishable and unique aspect of JUULpods – is expected to have the greatest appeal to youth (e.g. Cotton Candy, Bubblegum, Chocolate Chip Cookie). No images of e-cigarette brands in JUULpods were shown.

The availability of these flavors in JUULpods is therefore unlikely to have been a significant driver of recent increases in youth use of e-cigarettes. Adolescents who had never used an e-cigarette had very low interest in using an e-cigarette in flavors not offered in JUULpods (Grouped Med. = 0.9, IQR: 0.1-5.1), but higher than their interest in the characterizing flavors (Grouped Med. = 0.7, IQR: 0.1-3.3) and tobacco/flavorless flavors (Grouped Med. = 0.4, IQR: 0.3-1.2) offered in JUULpods.

Conclusions
Adolescents who had never used an e-cigarette had very low interest in using an e-cigarette in each of the 30 tested flavors, with median ratings ranging from 0.3 (“Vanilla Ice Cream”, IQR: 0.0-1.0) to 1.1 out of 10 (“Cotton Candy”, IQR: 0.1-5.7).

For each flavor, current e-cigarette users reported significantly higher use interest than former users, and former e-cigarette users reported a significantly higher use interest than never e-cigarette users (p<0.01).

Of the eight flavors offered in JUULpods, “Cotton” appeared most to each e-cigarette use group. Absolute interest in using a fruit-flavored e-cigarette was low among never e-cigarette users (ranked 6/30; Med. = 0.9, IQR: 0.1-5.1), but higher than their interest in the characterizing flavors (Grouped Med. = 0.7, IQR: 0.1-3.3) and tobacco/flavorless flavors (Grouped Med. = 0.4, IQR: 0.3-1.2) offered in JUULpods.

Results
Never e-cigarette users reported very low interest in using an e-cigarette in each of the 30 tested flavors, with median ratings ranging from 0.3 (“Vanilla Ice Cream”, IQR: 0.0-1.0) to 1.1 out of 10 (“Cotton Candy”, IQR: 0.1-5.7).

For each flavor, current e-cigarette users reported significantly higher use interest than former users, and former e-cigarette users reported a significantly higher use interest than never e-cigarette users (p<0.01). The availability of several highly appealing flavors not offered in JUULpods (e.g. Cotton, Candy, Strawberry), and one of eight flavors offered in JUULpods (fruit), however, may encourage adolescents to continue or re-initiate e-cigarette use. Federal and state efforts to prevent and reduce youth use of e-cigarettes will require a greater understanding of the roles played by product features other than flavors (e.g. design, marketing) and by external factors (e.g. peer/social influences) in enhancing the youth appeal and experience of using JUUL and other e-cigarette brands.

Data were weighted to be nationally representative of the U.S. adolescent population on age, gender and census region.

Participants rated their interest (0-10 scale) in using e-cigarettes in each of 30 flavors, including four tobacco flavors – Classic Tobacco*, Smooth Tobacco, Rich Tobacco and Menthol*. The other 22 flavors represented fruit, sweet, dessert/pastry and drink flavors that are not offered in JUULpods and were – currently offered in JUUL refill pods, known as 'JUULpods'.

Understanding the youth appeal of flavors marketed by JUUL is therefore critically important. In 2018, one brand – JUUL, marketed and not marketed flavors. The FDA has also asserted that much of the rise in youth e-cigarette use observed between 2017 and 2018 was driven by use of e-cigarettes that emerged in 2018. e-cigarettes to adult smokers as an alternative to continuing to smoke cigarettes. The ability to inhale e-cigarette vapor aerosol in a vast and growing variety of characterizing flavors – a distinguishable and unique aspect of JUULpods – is expected to have the greatest appeal to youth (e.g. Cotton Candy, Bubblegum, Chocolate Chip Cookie). No images of e-cigarette brands in JUULpods were shown.

The availability of these flavors in JUULpods is therefore unlikely to have been a significant driver of recent increases in youth use of e-cigarettes. Adolescents who had never used an e-cigarette had very low interest in using an e-cigarette in flavors not offered in JUULpods (Grouped Med. = 0.9, IQR: 0.1-5.1), but higher than their interest in the characterizing flavors (Grouped Med. = 0.7, IQR: 0.1-3.3) and tobacco/flavorless flavors (Grouped Med. = 0.4, IQR: 0.3-1.2) offered in JUULpods.