



Nicotine and Product Risk Perceptions – Potential Solutions To Correct Misperceptions

Moderator – Mohamadi Sarkar

Panelists – Pritika Kumar, Riccardo Polosa, Chris Russell, Carrie Wade and Jasjit Ahluwalia

GTNF 2025 – October 8th, 2025



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What is the Magnitude of the Problem?



>1,000,000,000
smoke worldwide



~8,000,000 PREMATURE DEATHS
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Misperceptions

94% Exclusive
smokers

78% Dual Users
(Cigarettes and
E-vapor)

**INCORRECTLY
BELIEVE**
e-vapor is equally or
more harmful than
cigarettes

¹Based on ALCS analysis of PATH data



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63% Adults who smoke

INCORRECTLY BELIEVE
that nicotine causes cancer

LEADS TO

3X less likely to switch
to non-combustible options



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Population Impact

Misperceptions corrected =
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PREMATURE DEATHS PREVENTED

Incorrect perceptions =
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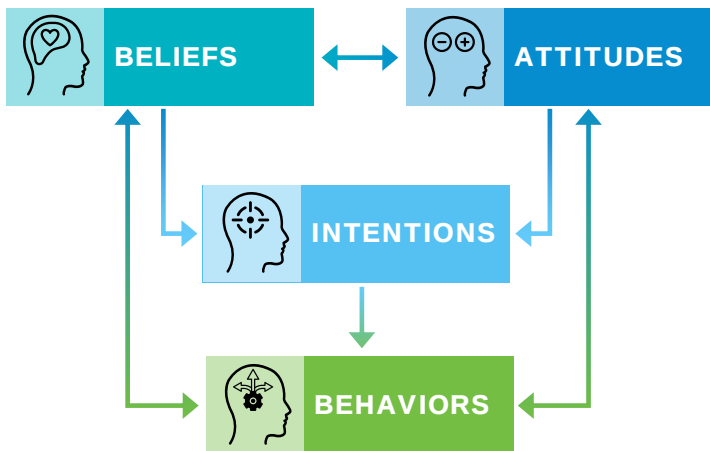


86%
Rely on physicians as the trusted source of
product risk information

Nationwide survey conducted among n=1,000 general population adults age 21+ by Povaddo LLC for Altria Client Services LLC.

KEY QUESTION

How Can We CHANGE Misperceptions?



MULTI-PRONGED APPROACH

1



Science and Evidence

2



Credible Voices

3



Educational Campaigns

4



Consumer Advocate Voices

5



Other Ideas?

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