

Paperwork Reduction Act Statement

The public reporting burden for this collection of information has been estimated to average 1.1 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Pre-discussion Questionnaire

1. What **brand of cigarettes** do you typically smoke?
Circle or write in the name of your brand, if it is not listed.

MARLBORO
NEWPORT
CAMEL
PALL MALL
WINSTON
BASIC
KOOL
DORAL
PARLIAMENT
SALEM
AMERICAN SPIRIT
OTHER: _____

2. How often do you buy this brand? (Circle one)
 - a) Always—it's the only brand of cigarettes I smoke.
 - b) Almost always.
 - c) Most of the time.
 - d) Some of the time.
 - e) Every now and then.

3. Please indicate how well the following statements describe **your brand of cigarettes**:

*Strongly
Disagree*

*Strongly
Agree*

Has good intentions toward ordinary people.	1	2	3	4	5	6	7
Consistently acts with the public's best interests in mind.	1	2	3	4	5	6	7
Has the ability to implement its intentions.	1	2	3	4	5	6	7
Is skilled and effective at achieving its goals.	1	2	3	4	5	6	7

4. Please indicate the degree to which you feel the following **emotions** toward **your brand of cigarettes**:

	<i>Not at all</i>						<i>Very much</i>
Admiration	1	2	3	4	5	6	7
Pity	1	2	3	4	5	6	7
Envy	1	2	3	4	5	6	7
Contempt	1	2	3	4	5	6	7

5. How **strong and loyal a preference** do you feel for **your brand** of cigarettes?

<i>Not at all</i>						<i>Very Much</i>
1	2	3	4	5	6	7

6. How much **trust** do you feel for **your brand** of cigarettes?

<i>Not at all</i>						<i>Very Much</i>
1	2	3	4	5	6	7