

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.

Handout #1 – Thinking about **your brand of cigarettes**, please write the first words or phrases that come to mind.

Handout #2 – Thinking about **tobacco companies** in general, please write the first words or phrases that come to mind.

How much **trust** do you feel for **tobacco companies**? (Circle your response)

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