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.	OMB Control No. 0910-0497	Expiration Date: 06/30/2014							
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	Paperwork Reducti	on Act Statement							
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	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								
that come to mind.	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 t	trust do you	feel for toba	cco compani	es? (Circle yo	our response)		
Not at all						Very Much	
1	2	3	4	5	6	7	