

Attachment C: CTP E-Blast Online Survey Instrument

Note: The survey respondent will not see any text in blue.

[Screening Questions]

The purpose of this E-BLAST SURVEY is to see how satisfied you are with the Food and Drug Administration's Center for Tobacco Products' (CTP) email communications in general (i.e., CTP Connect, CTP News, and Spotlight on Science) and for us to learn about the email communications' user base. Would you like to participate in this study?

- a. Yes
- b. No [TERMINATE SURVEY; GO TO TERMINATION TEXT 1]
- c. Prefer not to answer [TERMINATE SURVEY; GO TO TERMINATION TEXT 1]

What year were you born?

[Drop-down menu]

[TERMINATE SURVEY AND GO TO TERMINATION TEXT 1 IF RESPONDENT WAS BORN IN 1998 OR LATER]

[TERMINATION TEXT 1:] Based on your answer, you do not qualify for this survey. Thank you very much for your time.

[Landing Page/Introduction]

[INSERT APPENDIX D, INFORMED CONSENT FORM HERE]

The first few questions ask a little bit about you.

1. In what country do you live? [Drop down menu of countries]

- Prefer not to answer

1a. [For those who responded “United States”] What state do you work in? [Drop down menu of states]

- Prefer not to answer

2. Which of the following categories best describes your level of education? [This will be just a single response item]

- Some high school
- High school diploma or GED
- Trade or technical school
- Some college
- Associate’s degree
- Bachelor’s degree
- Graduate or professional degree (e.g., M.A., Ph.D., Psy.D., J.D., M.D.)
- Prefer not to answer

3. To which of our three email options are you subscribed?

[SELECT ALL THAT APPLY.]

- CTP Connect (This newsletter serves as a digest on the latest announcements and stories out of CTP as they happen, including information about regulations, guidance, enforcement actions, and other compliance-related announcements.)
- CTP News (This newsletter offers messages from CTP leadership, a regulatory news roundup, feature articles on current tobacco issues, and educational resources.)
- Spotlight on Science (This newsletter offers updates on CTP’s tobacco regulatory science and research efforts, tobacco scientific publications and study findings, and CTP grants.)
- I Don’t Know

4. Which of the following best describes you?

a. Public health professional

Please check the role that best describes you: [These options will only appear if the respondent checks “Public health professional”]

- i. Researcher/scientist
- ii. Advocate
- iii. Educator/Trainer
- iv. Communicator
- v. Other: Please specify: _____ [Open-ended text box]

b. Healthcare professional

Please check the role that best describes you: [These options will only appear if the respondent checks “Healthcare professional”]

- i. Physician
- ii. Nurse
- iii. Administrator
- iv. Other: Please specify: _____ [Open-ended text box]

c. Tobacco industry representative

- Please check the role that best describes you: [These options will only appear if the respondent checks "Tobacco industry representative"]
- i. Retailer
 - ii. Manufacturer
 - iii. Wholesaler or Distributor
 - iv. Importer
 - v. Grower
 - vi. Trade Association Representative
 - vii. Other: Please specify: _____ [Open-ended text box]
- d. Media professional
- Please check the role that best describes you: [These options will only appear if the respondent checks "Media professional"]
- i. Member of the press/reporter
 - ii. Other communications professional
 - iii. Other: Please specify: _____ [Open-ended text box]
- e. General public
- Please check the role that best describes you: [These options will only appear if the respondent checks "General public"]
- i. A tobacco product consumer
 - ii. Family/friend of product consumer
 - iii. Other: Please specify: _____ [Open-ended text box]
- f. Other: Please specify: _____ [Open-ended text box]
- g. Prefer not to answer

5. Are you a government employee?

- a. Yes
- Please check the level of government that you work in: [These options will only appear if the respondent checks "Yes"]
- i. Federal
- Please check the role that best describes you: [These options will only appear if the respondent checks "Federal"]
- i. Food and Drug Administration [The options below will only appear if the respondent checks "Food and Drug Administration"]
 - 1. CTP (Center for Tobacco Products)
 - 2. Other: Please specify: _____ [open-ended text box]
 - ii. Other: Please specify: _____ [open-ended text box]
- ii. State
 - iii. Local
- b. No
- c. Prefer not to answer

The next several questions ask about your opinions on and needs related to CTP communications.

6. Please rate the following 5 topics in order of interest level, 1 being of most interest and 5 being of least interest: (Please drag each response to your preferred ranking position)

- _____ Youth education campaigns
- _____ Adult consumer information
- _____ Compliance and enforcement actions
- _____ Policy, rulemaking, and guidance information
- _____ The latest science and research

6a. Are there any additional topics not listed above that are of interest to you?

- No
- Yes; What additional topics are of interest to you? Please enter topics here:
 _____ [\[open-ended text box\]](#)

7. Would you like more plain language (easy-to-understand) information and resources for the following topics? [\[Participants are only able to choose one option per item\]](#)

| | | 1 Yes | 2 No | 6 Don't know/Not Applicable | 9 Prefer not to answer |
|-----|--|-----------------------------|-----------------------------|--------------------------------------|---------------------------------|
| 7_1 | General compliance information | <input type="checkbox"/> _1 | <input type="checkbox"/> _2 | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| 7_2 | Tobacco product application pathways | <input type="checkbox"/> _1 | <input type="checkbox"/> _2 | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| 7_3 | Harmful and potentially harmful constituents | <input type="checkbox"/> _1 | <input type="checkbox"/> _2 | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| 7_4 | The compliance check inspection process | <input type="checkbox"/> _1 | <input type="checkbox"/> _2 | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| 7_5 | Tobacco product research | <input type="checkbox"/> _1 | <input type="checkbox"/> _2 | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |

7a. Are there any additional topics not listed above that are of interest to you?

- No
- Yes; Please specify: _____ [\[open-ended text box\]](#)

The next few questions ask about your satisfaction with CTP communications.

8. The following question is different from the ones asked previously. Please look at each item carefully as the response options have changed. Please rate the value of each of the following characteristics of our emails. [Participants are only able to choose one option per item]

| | | | | | | | Don't know/NA | Prefer not to answer |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------|-----------------------------|-----------------------------|
| Length of Articles | | | | | | | | |
| 8_1 Too short | <input type="radio"/> _1 | <input type="radio"/> _2 | <input type="radio"/> _3 | <input type="radio"/> _4 | <input type="radio"/> _5 | Too long | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| Depth of Coverage | | | | | | | | |
| 8_2 Too little | <input type="radio"/> _1 | <input type="radio"/> _2 | <input type="radio"/> _3 | <input type="radio"/> _4 | <input type="radio"/> _5 | Too much | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| Amount of Graphics | | | | | | | | |
| 8_3 Too few | <input type="radio"/> _1 | <input type="radio"/> _2 | <input type="radio"/> _3 | <input type="radio"/> _4 | <input type="radio"/> _5 | Too many | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| Amount of Content That Can Be Shared Through Twitter | | | | | | | | |
| 8_4 Too little | <input type="radio"/> _1 | <input type="radio"/> _2 | <input type="radio"/> _3 | <input type="radio"/> _4 | <input type="radio"/> _5 | Too much | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |
| Frequency of Communications | | | | | | | | |
| 8_5 Too infrequently | <input type="radio"/> _1 | <input type="radio"/> _2 | <input type="radio"/> _3 | <input type="radio"/> _4 | <input type="radio"/> _5 | Too often | <input type="checkbox"/> _6 | <input type="checkbox"/> _9 |

9. Overall, how satisfied or dissatisfied are you with the email communications you receive from CTP?

- Very satisfied
- Somewhat satisfied
- Neutral (neither satisfied or dissatisfied)
- Somewhat dissatisfied
- Very dissatisfied
- Prefer not to answer

10. How helpful are the email communications you receive from CTP in keeping you informed about the work of the Center?

- Very helpful
- Somewhat helpful
- Neutral (neither helpful or unhelpful)
- Somewhat unhelpful
- Very unhelpful
- Prefer not to answer

11. Do you find CTP's email content fresh and relevant?

- Yes, always
- Yes, usually
- No, not usually

- No, never
- Don't know/Not sure
- Prefer not to answer

This question asks about information sources.

12. Please rate the following sources of information where you receive information from CTP from 1 to 4, 1 being your primary source and 4 being the source you use least: (Please drag each response to your preferred ranking position)

- _____ Emails from CTP
- _____ Non-CTP emails
- _____ CTP Twitter
- _____ CTP Facebook
- _____ Non-FDA/CTP social media channels
- _____ Television
- _____ Radio
- _____ Print (e.g., newspapers, magazines)
- _____ Government websites
- _____ Non-government websites
- _____ Prefer not to answer

13. Most of the people who take our surveys read the questions carefully, but a few do not. To let us know that you have carefully read the questions in this survey, please select the color yellow from the response options below.

- Red
- Blue
- Yellow
- Purple
- Prefer not to answer

14. Please feel free to make suggestions here for how we can improve our email communications:

[\[Open-ended text box\]](#)

Thank you very much for taking the time to complete our E-Blast Survey!

The FDA CTP Team

[\[End of survey\]](#)

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 5 minutes per response (the time estimated to read, review, and complete). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRASStaff@fda.hhs.gov.