Appendix A. 2021 FDA CTP Email Survey Audience Analysis Study:
Email Invitation

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

(Short Version)

Email subject heading: Your opinions matter! Complete FDA's 8-question Email Survey!

Body of email:

As a subscriber to FDA CTP's emails, we invite you to share your thoughts about your experiences. We strive to improve the content you expect from us at CTP, and your feedback is an integral part of that process. Specifically, FDA CTP wants to hear your thoughts about the information you receive from us via our emails:

1. ***CTP Connect***
2. ***CTP News***
3. ***Spotlight on Science***

Your feedback is crucial for enhancing the emails you receive from FDA CTP.

This short survey is anonymous and takes 5 minutes to complete. Thank you for taking the time to share your feedback. Please complete the survey **by Month X, 2021**. [The date will be set at 4 weeks after the survey is launched.]

Take the Survey Now: URL here
[A call-to-action and/or image meant to grab potential respondents' attention will be inserted for better recruitment. It will be hyperlinked to the survey.]

For the first reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder #1: Reminder! Have you completed FDA's 8-question Email Survey?

For the second reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder #2: Don't forget! Complete FDA's Quick 2021 Email Survey!

For the third reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder #3: Closing soon! FDA's 2021 Email Survey – We want to hear from you

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

(Long Version)

Email subject heading: Your opinions matter! Complete FDA's 17-question Email Survey!

Body of email:

As a subscriber to FDA CTP's emails, we invite you to share your thoughts about your experiences. We strive to improve the content you expect from us at CTP, and your feedback is an integral part of that process. Specifically, FDA CTP wants to hear your thoughts about the information you receive from us via our emails:

1. ***CTP Connect***
2. ***CTP News***
3. ***Spotlight on Science***

Your feedback is crucial for enhancing the emails you receive from FDA CTP.

This short survey is anonymous and takes 8 minutes to complete. Thank you for taking the time to share your feedback. Please complete the survey **by Month X, 2021**. [The date will be set at 4 weeks after the survey is launched.]

Take the Survey Now: URL here

[A call-to-action and/or image meant to grab potential respondents' attention will be inserted for better recruitment. It will be hyperlinked to the survey.]

For the first reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder #1: Reminder! Have you completed FDA's 17-question Email Survey?

For the second reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder #2: Don't forget! Complete FDA's 2021 Email Survey!

For the third reminder, we will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder #3: Closing soon! FDA's 2021 Email Survey – We want to hear from you