

**Appendix B. 2021 FDA CTP Email Survey Audience Analysis Study:
Instrument (Short Version)**

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

[Screening Questions]

The Food and Drug Administration (FDA) Center for Tobacco Products (CTP) is conducting a 2021 Email Survey. We'd like to hear how satisfied you are with our email newsletters, including the *CTP Connect*, *CTP News*, and *Spotlight on Science*.

Would you like to participate in this study?

- Yes
- No [TERMINATE SURVEY; GO TO TERMINATION TEXT 1]
- 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 2 IF RESPONDENT WAS BORN IN 2003 OR LATER]

[TERMINATION TEXT 1:] You have indicated that you do not want to participate in the 2021 FDA CTP Email Survey and will now exit the survey. If you decide later that you would like to participate, you can use the same email invitation to access the survey. Thank you for your time!

[TERMINATION TEXT 2:] 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]

1. Which of the following best describes you and your interest in the FDA CTP?

- a. General public
 - i. Tobacco product user
 - ii. Friend/family member of a tobacco product user
 - iii. Educator
 - iv. Parent/Guardian
 - v. Other: [\[open-ended text box\]](#)
- b. Public health professional such as public health advocate/activist/organizer, public health educator/trainer/evaluator, public health communicator, public health administrator, etc.
- c. Healthcare professional (such as physician, nurse, physician associate, nurse practitioner, clinical administrator, pharmacologist, neuroscientist, dentist, pharmacist, tobacco treatment specialist/advisor, etc.)
- d. Scientist or researcher (such as scientific researcher, research scientist, chemist, epidemiologist, clinical researcher, etc.)
- e. Tobacco industry representative (such as manufacturer, wholesaler/distributor, importer, grower, or trade representative)
- f. Retail representative (such as store owner, manager, employee, etc.)
- g. Other: [\[open-ended text box\]](#)
- h. Prefer not to answer

2. Which of the following emails do you receive from the FDA CTP?**[SELECT ALL THAT APPLY.]**

- **CTP News** e-blast
Tobacco product news as it happens, including information about regulations, guidances, enforcement actions, and other announcements.
- **CTP Connect** e-newsletter
Regular updates on the health effects of tobacco, public health educational resources, and highlights on current tobacco issues and regulations.
- **Spotlight on Science** e-newsletter
Tobacco regulatory science and research, tobacco scientific publications and study findings, CTP grants, and more in this newsletter.
- I don't know
- Prefer not to answer

3. Why do you subscribe to FDA CTP e-newsletters? [SELECT ALL THAT APPLY.]

- I want more information on the health effects of tobacco use (for example, on the health effects of vaping) and/or resources to help quit tobacco use for myself or to share with others.
- I want to stay current on FDA's tobacco regulatory actions and activities.
- I am looking for educational materials for youth, patients, or my community on tobacco use.
- I want to get the latest in tobacco research.
- I am interested in rules on selling tobacco products legally or resources for retailers (e.g., posters, digital calendar, stickers).
- Other: Please specify: _____ [\[open-ended text box\]](#)
- Prefer not to answer

4. Please rank the following six topics in order of interest to you, from most to least interesting (top to bottom):

- Youth tobacco prevention and/or education
- Adult tobacco user health and/or cessation information
- Tobacco product policy, rulemaking, and guidance information
- Tobacco science and research efforts and/or findings
- Which tobacco products (e.g., vapes) can or can't be sold/purchased
- Flavored tobacco products (e.g., menthol)
 - Prefer not to answer

4a. Are there any additional topics not listed above that are of interest to you?

- Yes, Please specify: _____ [\[open-ended text box\]](#)
- No
- Prefer not to answer
-

5. How informative are the emails you receive from the FDA CTP?

- Very informative
- Somewhat informative
- Neutral (neither informative nor uninformative)
- Somewhat uninformative
- Very uninformative
- Prefer not to answer

6. Overall, how satisfied are you with the emails you receive from the FDA CTP?

- Very satisfied
- Somewhat satisfied
- Neutral (neither satisfied nor dissatisfied)
- Somewhat dissatisfied
- Very dissatisfied
- Prefer not to answer

7. Select which of FDA's digital channels you use the most for tobacco-related news:

- Emails from CTP
- CTP's Twitter account
- FDA's Facebook account
- CTP's website
- Virtual conferences
- Prefer not to answer

8. Please feel free here to make suggestions for how the FDA CTP can improve our e-newsletters:

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

Thank you very much for taking the time to complete our FDA CTP Email Survey!

The FDA CTP Team

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.

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

**2021 FDA CTP Email Survey Audience Analysis Study:
Instrument (Long Version)**

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

[Screening Questions]

The Food and Drug Administration (FDA) Center for Tobacco Products (CTP) is conducting a 2021 Email Survey. We'd like to hear how satisfied you are with our email newsletters, including *CTP Connect*, *CTP News*, and *Spotlight on Science*.

Would you like to participate in this study?

- Yes
- No [TERMINATE SURVEY; GO TO TERMINATION TEXT 1]
- 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 2 IF RESPONDENT WAS BORN IN 2003 OR LATER]

[TERMINATION TEXT 1:] You have indicated that you do not want to participate in the 2021 FDA CTP Email Survey and will now exit the survey. If you decide later that you would like to participate, you can use the same email invitation to access the survey. Thank you for your time!

[TERMINATION TEXT 2:] 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 about your professional role.

1. Which of the following best describes you and your interest in the FDA CTP?

- a. General public
 - i. Tobacco product user
 - ii. Friend/family member of a tobacco product user
 - iii. Educator
 - iv. Parent/Guardian
 - v. Other: [\[open-ended text box\]](#)
- b. Public health professional such as public health advocate/activist/organizer, public health educator/trainer/evaluator, public health communicator, public health administrator, etc.
- c. Healthcare professional (such as physician, nurse, physician associate, nurse practitioner, clinical administrator, pharmacologist, neuroscientist, dentist, pharmacist, tobacco treatment specialist/advisor, etc.)
- d. Scientist or researcher (such as scientific researcher, research scientist, chemist, epidemiologist, clinical researcher, etc.)
- e. Tobacco industry representative (such as manufacturer, wholesaler/distributor, importer, grower, or trade representative)
- f. Retail representative (such as store owner, manager, employee, etc.)
- g. Other: [\[open-ended text box\]](#)
- h. Prefer not to answer

2. 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. FDA
 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 (County or City)
 - iv. Tribal
- b. No
- c. Prefer not to answer

The next several questions ask about your opinions on, and needs related to, FDA CTP (Center for Tobacco Products) communications.

3. Which of the following emails do you receive from the FDA CTP?

[SELECT ALL THAT APPLY.]

- **CTP News** e-blast
Tobacco product news as it happens, including information about regulations, guidances, enforcement actions, and other announcements.
- **CTP Connect** e-newsletter
Regular updates on the health effects of tobacco, public health educational resources, and highlights on current tobacco issues and regulations.

- **Spotlight on Science** e-newsletter
Tobacco regulatory science and research, tobacco scientific publications and study findings, CTP grants, and more in this newsletter.
- I don't know
- Prefer not to answer

4. Why do you subscribe to FDA CTP e-newsletters? [SELECT ALL THAT APPLY.]

- I want more information on the health effects of tobacco use (for example, on the health effects of vaping) and/or resources to help quit tobacco use for myself or to share with others.
- I want to stay current on FDA's tobacco regulatory actions and activities.
- I am looking for educational materials for youth, patients, or my community on tobacco use.
- I want to get the latest in tobacco research.
- I am interested in rules on selling tobacco products legally or resources for retailers (e.g., posters, digital calendar, stickers).
- Other: Please specify: _____ [open-ended text box]
- Prefer not to answer

5. Please rank the following six topics in order of interest to you, from most to least interesting (top to bottom):

- Youth tobacco prevention and/or education
- Adult tobacco user health and/or cessation information
- Tobacco product policy, rulemaking, and guidance information
- Tobacco science and research efforts and/or findings
- Which tobacco products (e.g., vapes) can or can't be sold/purchased
- Flavored tobacco products (e.g., menthol)
 - Prefer not to answer

5a. Are there any additional topics not listed above that are of interest to you?

- Yes; Please specify: _____ [open-ended text box]
- No
- Prefer not to answer

The next few questions ask about your satisfaction with the FDA CTP (Center for Tobacco Products) communications.

6. How informative are the emails you receive from the FDA CTP?

- Very informative
- Somewhat informative
- Neutral (neither informative nor uninformative)
- Somewhat uninformative
- Very uninformative
- Prefer not to answer

7. Overall, how satisfied are you with the emails you receive from the FDA CTP?

- Very satisfied
- Somewhat satisfied
- Neutral (neither satisfied nor dissatisfied)
- Somewhat dissatisfied

- Very dissatisfied
- Prefer not to answer

The next few questions ask about information sources.

8. Select which of FDA's digital channels you use the most for tobacco-related news:

- Emails from CTP
- CTP's Twitter account
- FDA's Facebook account
- CTP's website
- Virtual conferences
- Prefer not to answer

9. Aside from the FDA, to what sources do you turn for trusted information on the topic of tobacco? Please spell out any acronyms. _____

[Open-ended text box]

10. Have you taken an FDA CTP Email Survey in any previous year?

- Yes
- No
- I don't remember
- Prefer not to answer

11. Generally, where do you view FDA CTP's emails?

- Desktop
- Tablet
- Mobile
- Other
- Prefer not to answer

11a. Which operating system do you use?

- Apple iOS
- Android OS
- Windows OS
- Other
- I don't know
- Prefer not to answer

The next few questions tell us more about you.

12. Have you used a nicotine product (e.g., cigarettes, e-cigarettes, etc.) in the last 30 days?

- Yes

12a. Which nicotine product(s) did you use? [SELECT ALL THAT APPLY.]

- o Cigarette
- o Heat-not-burn cigarette
- o Cigar
- o Chew
- o Snus
- o Hookah

- o Pipe
 - o E-cigarette or vape
- No
- Prefer not to answer

12b. Over the past 12 months (November 2020 through October 2021), how has your tobacco use changed (choose one)?

- Decreased [\[GO TO 12bi\]](#)
- Remained the same
- Increased [\[GO TO 12bi\]](#)
- Prefer not to answer

12bi. Why did you select the answer you did? _____
[\[Open-ended text box\]](#)

13. How do you identify? [SELECT ONLY ONE.]

- Male
- Female
- Prefer to self-describe: _____
- Prefer not to answer

14. Which of these best describes your ethnicity (choose one)?

- Hispanic or Latino
- Not Hispanic or Non-Latino
- Prefer not to answer

15. Which of these best describes your race (choose all that apply)?

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Prefer not to answer

16. In what country do you live? [\[Drop down menu of countries\]](#)

- Prefer not to answer

16a. [\[For those who responded "United States"\]](#) In what state do you work? [\[Drop down menu of states\]](#)

- Prefer not to answer

17. Please feel free here to make suggestions for how the FDA CTP can improve our emails:

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

Thank you very much for taking the time to complete our FDA CTP Email Survey!
The FDA CTP Team

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