

Generic Clearance for the Collection of Quantitative Data on Tobacco Products and Communications  
0910-0810

<b>Generic Collection Title</b>	<b>Use of Information</b>
Hookah Purchase Journey: Online Hookah User Survey	The outcome of the study was to gain an understanding of overall hookah/waterpipe smoker behavior. These results have helped CTP understand the consumer side of the hookah market in the United States.
Electronic Nicotine Delivery Systems Formative Data Collection to Inform Experimenter and Established User Definitions	The outcome of the study was to examine definitions that distinguish ENDS experimenters from more established users. Understanding these analyses has helped CTP identify and characterize their target audiences to inform communication strategies.
Quantitative Study of Tobacco Facts Designed to Inform Youth Tobacco Prevention Messaging	The outcome of the study was to gain an understanding of teen's receptivity to various tobacco-related facts. Understanding the results of the survey has helped CTP to refine tobacco messaging for existing tobacco prevention campaigns.
FDA Tobacco Prevention Broad Quantitative Research Package (CTP)	The outcome of the study was to gain an understanding of youth and adult reactions to various tobacco-related messages, facts and KABs. Understanding perceptions of tobacco facts has helped CTP to refine tobacco-related messaging for future tobacco prevention campaigns.
Monthly Monitoring Study (CTP)	The outcome of the study was to collect primary data to monitor youth and young adult perceptions and emerging trends in brand and device use for vaping products and little cigar and cigarillo (LCC) use. Understanding the results has helped to inform specified recommendations around FDA's public education programs' impact and effectiveness in reducing tobacco-related death and disease.

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Promising Themes Studies (CTP)	The outcome of the study was to assess agreement with specific beliefs about various tobacco products including e-cigarettes, cigarettes, little cigars, cigars, cigarillos (LCCs), and smokeless tobacco. These results have helped CTP understand if tobacco-related beliefs are associated with behavior, intention to engage in a specific behavior, or other predictors of future behavior among youth and young adults ages 15-24 years old in the United States.
The Real Cost Campaign: Media Tracking Study (CTP)	The outcome of the study was to monitor awareness and receptivity of CTP's public education efforts, as well monitor and validate changing knowledge, attitudes, beliefs, and behaviors related to tobacco use in youth and young adults. These results have helped CTP understand awareness and receptivity of CTP's public education video advertisements while in market; as well as reactions to proposed messages for public education campaigns related to vaping products among youth and young adults ages 13 to 20 years in the United States.