

**Customer Feedback Survey on SAMHSA/OAS Publication:
Short Report Series: The NSDUH Report, The DASIS Report, The DAWN Report**

A. Product/Activity to be Assessed

The Substance Abuse and Mental Health Services Administration (SAMHSA), Office of Applied Studies (OAS) produces a Short Report series consisting of The NSDUH Report, The DASIS Report, and The DAWN Report. The goal of the series is to provide brief descriptions of analytic findings in a manner that is accessible and useful to various audiences – the general public, policy makers, media, and researchers. Each report is based on previously published data and is similarly formatted with text, simple graphics, and an “In Brief” section detailing the major findings contained in the report. Generally, the reports are 4 pages long and available both in hard copy and on the OAS website. The report series has been continuously published since 2001.

Currently, the series contains over 350 issues and covers topics as diverse as the characteristics of women in treatment for smoked cocaine, source of alcohol among underage drinkers, and club drugs. OAS is considering whether or not to change the format and focus of these reports and wishes to receive feedback from its various audience segments to determine which direction might improve the overall utility of the series.

B. Summary of Prior Customer Satisfaction Assessments of this Product

No survey of customer satisfaction has ever been conducted on this product series.

C. Objective of Proposed Customer Satisfaction Effort

The purpose of the customer feedback questionnaire is to determine the reader-audience’s needs regarding the format and contents of the Short Report Series. The goal is to meet the needs of those who use these reports. The objectives of the survey are to: 1) determine which topics are most used; 2) usability of each of the major sections of the reports; 3) for what purposes readers use the information; and 4) what topics readers would like to see that have not yet been addressed.

D. Data Analysis Plan

Qualitative and quantitative data will be compiled from the survey responses to multiple-choice questions and one open-ended question. Data will be entered into Microsoft Excel to summarize the responses in tables and to present the findings in charts/graphics. The quantitative analysis will include frequency and percentage distributions of the responses. The qualitative and quantitative data will be summarized in a report to highlight important findings and to present the information to OAS management for decision-making.

E. Overview of Methods to be Used to Collect the Information

1. Data Collection Method

Since the Short Report Series is distributed by two primary methods – mail out and online – the data collection method will, of necessity be bi-modal.

a. Mail Out:

On a weekly basis, OAS mails short reports to approximately 700 readers. The hard copy survey will appear as an insert in one such mailing during the month of January 2009. The questionnaire will be pre-printed on a standard size (8.5" x 11"), heavy stock suitable for folding and re-mailing. The questionnaire itself will have a section that will be pre-addressed and will have pre-paid postage. The inclusion of the survey will be advertised in the front page of the report itself. Attachment A is the customer feedback survey.

b. Online:

Online readers receive notification of the availability of new reports in several ways: 1) a direct email from OAS (approximately 3,000 unique individuals); 2) notification on SAMHSA home page; and 3) eblasts from SAMHSA's Health Information Network (clearinghouse). While the overlap between and among these audiences cannot be determined, on average, 3,000 readers view a new report online during the first week of its availability online. This estimate is based on the number of "hits" recorded on the front page of each report.

Online readers will be invited to respond to the survey at a website which has been set aside by the SAMHSA Webmaster specifically for this purpose.

2. Target Audience

All readers of OAS Short Reports are potential respondents to this survey. Since the Short Report Series is one of OAS's most visible products, the broadest possible respondent pool is highly desirable.

3. Method for Identifying Respondents

Potential respondents are target groups who receive OAS publications through: 1) OAS mail-outs to mailing list addressees; 2) OAS mail-outs in response to individual information requests; 3) online readers; and 4) SHIN mail-outs in response to individual information requests.

4. Universe of Potential Respondents

Based on the estimates detailed above, the universe of potential respondents is as follows:

Estimated Distribution:

Mailing List	Quantity on List
General mailing list – People who have requested a paper copy of all OAS Series Reports as they become available, e.g., State substance abuse agencies, Community Epidemiology Work Group (CEWG) members	Approx. 1,100
Direct Email List	Approx. 3,000
Online readers	Approx. 3,000
TOTAL Estimated Distribution:	Approx. 7,800
Estimated Response:	Quantity: 1,560 (20% response rate)

5. Anticipated Response Rate

Similar feedback questionnaires on OAS publications have been distributed in the past and yielded a response rate of 2%. These efforts, however, relied solely on hard copies of the

survey instrument being returned by mail to OAS. The bi-modal survey approach should yield a higher response rate for the following reasons: The survey will be mailed to a precise target audience of people who are familiar with the Short Report Series and are therefore more likely to have feedback to offer. In addition, the methods proposed above will be enhanced by the following features:

- 1) The survey is brief and concise, and it fits on a single insert.
- 2) To increase visibility of the survey, the survey will be advertised online as well as within the hard copy.
- 3) The questionnaire format is simple and organized so potential respondents are more likely to respond.
- 4) The survey has a small amount of text color to attract attention.
- 5) Results will be published online and will be mailed upon request.

Due to these efforts to maximize the response rate, OAS estimates a response rate of 20% (1,340 responses).

Since this is a small-scale voluntary survey, OAS does not plan to follow-up with those who chose not to respond.

6. Methods Used to Maintain Customer Confidentiality

The hard copy survey will be independently completed and mailed by respondents who volunteer to respond to the survey. The personal identifiers (name and mailing address) will not be collected.

No identifying information will be collected from online respondents.

F. Response Burden Estimate

Testing of the survey indicates an average response time of 5 minutes per questionnaire.

1,560 responses x 5 minutes (.083 hrs.) = 129 hours in one year

	Estimated # of Respondents	# of Responses per Respondent	Hours per Response	Total Burden Hours	Hourly Wage Rate	Total Cost per Year
Respondents (Non-Federal)	1,560	1	.083	129	\$30	\$3,884.40

G. Contact for Proposed Customer Satisfaction Effort

Cathie Alderks, Ph.D.
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 SAMHSA, Office of Applied Studies

H. List of Attachments

Attachment A: Customer feedback survey

ATTACHMENT A
[CUSTOMER FEEDBACK SURVEY]