

GENERIC SUB-STUDY SUBMISSION – 0925-0046

DATE OF REQUEST: April 16, 2010

SUB AGENCY (I/C): NIH/NCI/OCE

TITLE OF SUB-STUDY: 2010 NCI Cancer Bulletin Reader Survey

GENERIC CLEARANCE UNDER OMB #0925-0046-1

EXP. DATE: 2/28/2013

TOTAL BURDEN APPROVED OVER 3 YEARS:

7050 hours

BURDEN APPROVED TO DATE:

0 hours

BURDEN THIS REQUEST:

917 hours

ABSTRACT:

The National Cancer Institute's (NCI) Office of Communications and Education (OCE), Office of Market Research and Evaluation (OMRE) is planning to conduct a satisfaction survey with subscribers of the *NCI Cancer Bulletin* that will inform the future development of this biweekly electronic publication. The *NCI Cancer Bulletin* is intended to provide useful, timely information to the cancer community about NCI, its programs and policies, and the latest innovations in cancer research. Feedback from subscribers will provide NCI information related to the composition of its subscribers, the usefulness of different sections of the *Bulletin*, readers' level of satisfaction, reactions to recently redesigned components of the *Bulletin*, and suggestions for future content, among other factors. The goal of this research is to identify the extent to which the *Bulletin* meets its subscribers' needs and ways in which it may be improved so it continues to meet their needs. This current research design will focus on current subscribers and use a survey methodology.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

_____ YES ___X___ NO _____ N/A

OBLIGATION TO RESPOND:

___X___ VOLUNTARY

_____ REQUIRED TO OBTAIN OR RETAIN BENEFITS

_____ MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

___X___ WEB SITE

_____ TELEPHONE INTERVIEW

_____ MAIL RESPONSE

_____ IN PERSON INTERVIEW

_____ OTHER: _____

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