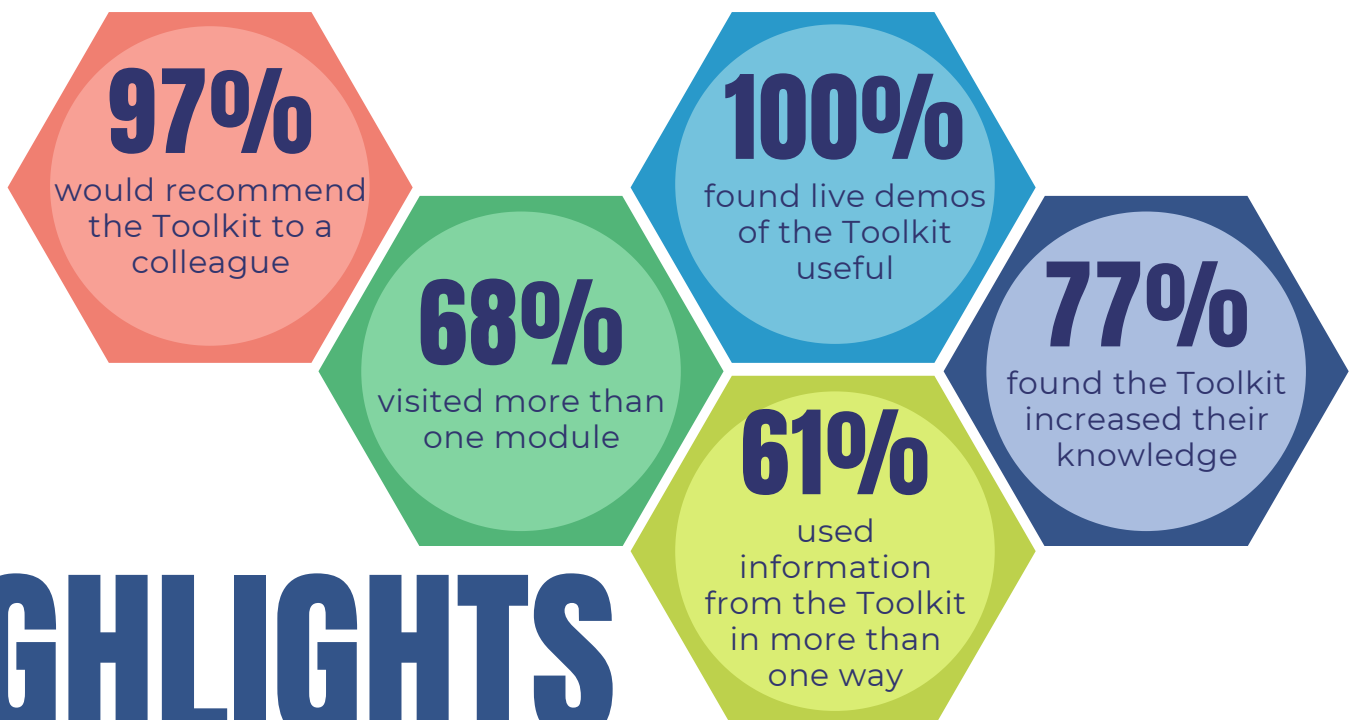




ANNUAL SURVEY REPORT

2023

This report summarizes the key findings and insights gathered from the annual survey conducted of users of the UN Toolkit on Synthetic Drugs. The survey aimed to collect information on users' experiences with the Toolkit in 2023, understand how its resources are utilized, and identify new areas of growth and interest.



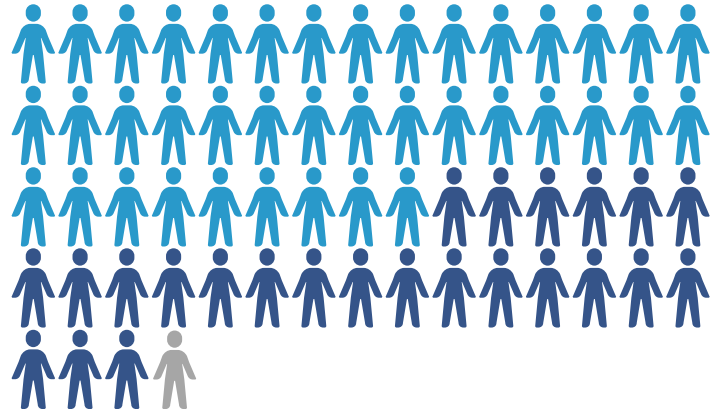
HIGHLIGHTS

DEMOGRAPHICS

A total of 64 respondents from 45 countries participated in the 2023 survey, a 25% increase from 2022.

GENDER

Amongst the respondents, 61% identify as men, 37% as women and 1% preferred not to say. The male predominance suggests more efforts should be made to engage women in future surveys.



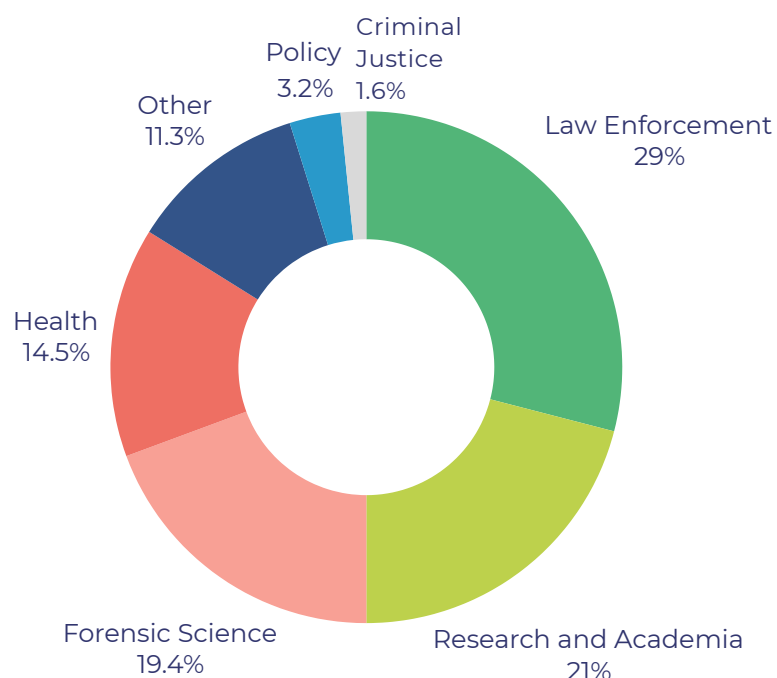
GEOGRAPHY

Respondents represent 45 countries across six continents, an increase from 38 countries last year, indicating the success of the survey's availability in all six official UN languages for the first time.

SECTOR

Respondents come from 57 different institutions across all sectors. In comparison to last year, there was a 300% increase in respondents from Research and Academia.

This could be indicative of several factors, including an increase in synthetic drug-related research and the Toolkit's improved Search Engine Optimization (this is also reflected in Google Analytics, with 80% of traffic acquisition over the past year coming from organic searches).



ENGAGEMENT

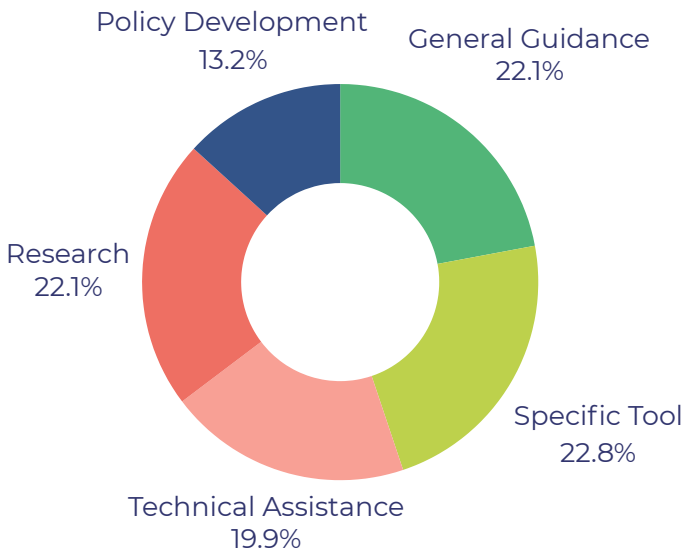
Respondents interacted with the Toolkit in diverse ways, showing particular interest in newer modules and features.

DESCRIBING THE TOOLKIT

Overall, the descriptors used by respondents indicate positive feedback of the Toolkit's utility and effectiveness in addressing synthetic drug-related challenges.



organized
user-friendly
informative
easy practical
up-to-date accessible
comprehensive

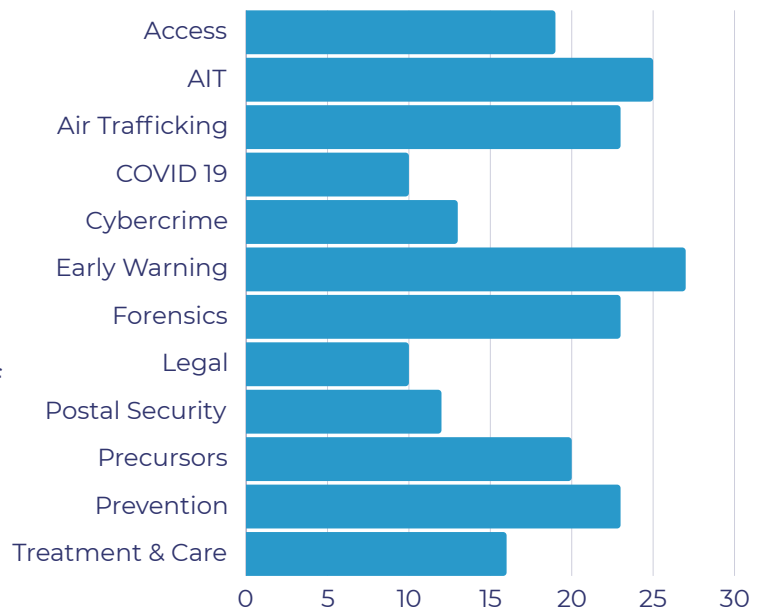


MOTIVATION

Respondent data illustrates that users visit the Toolkit for a variety of reasons, underscoring the multifaceted utility of the Toolkit in supporting diverse stakeholders.

TOPICS OF INTEREST

Respondent data reveals varying levels of interest across modules, including high levels of interest in newer module like Advanced Investigative Techniques and Air Trafficking. Additionally, the majority of respondents (68%) visited more than one module.

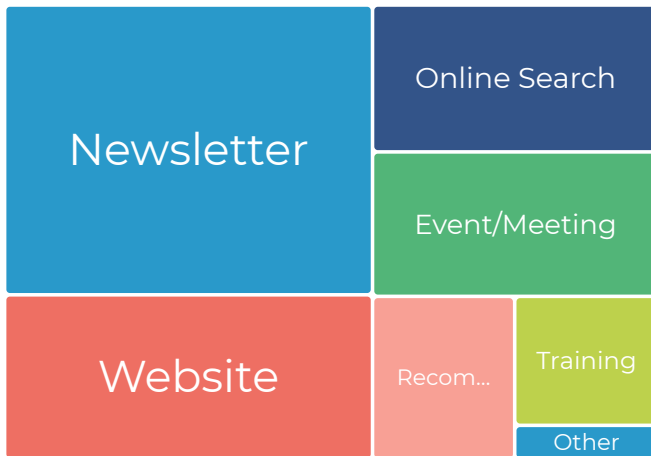


EXPERIENCE

Respondents conveyed favorable feedback regarding their experience with the Toolkit, emphasizing its user-friendly interface and the quality of its resources.

STAR RATINGS

The high average ratings across these metrics indicate a strong positive sentiment among respondents regarding the user experience, visual appeal, and usefulness of the content within the Toolkit, suggesting that the Toolkit effectively meets the expectations and requirements of its users.



INITIAL AWARENESS

35% of respondents indicate the Toolkit newsletter as the source of their initial awareness of the Toolkit, indicating the importance of direct engagement and multi-channel outreach with Toolkit users.

DIVERSE EXPERIENCES

The data on how respondents have used information in the Toolkit indicates the multifaceted utility and effectiveness of the Toolkit in supporting users in addressing synthetic drug-related challenges in various contexts.

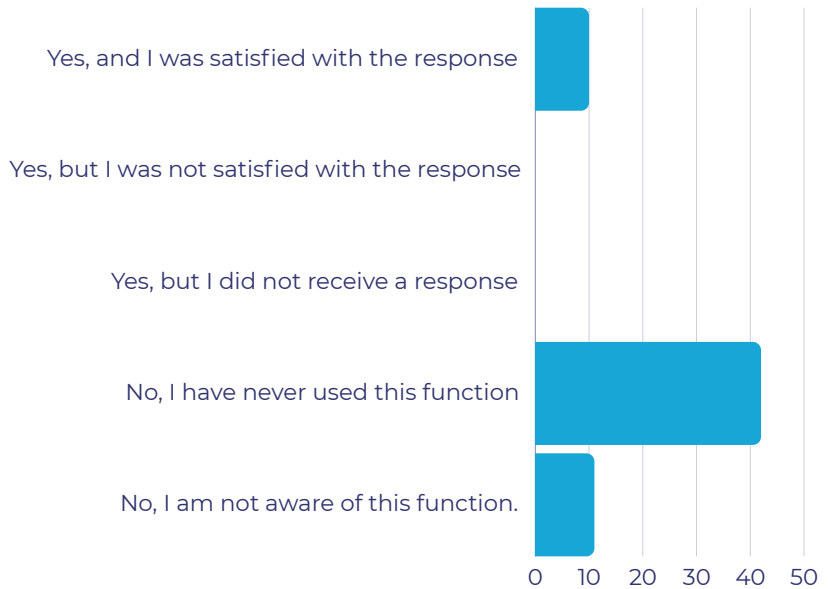


COMMUNICATION

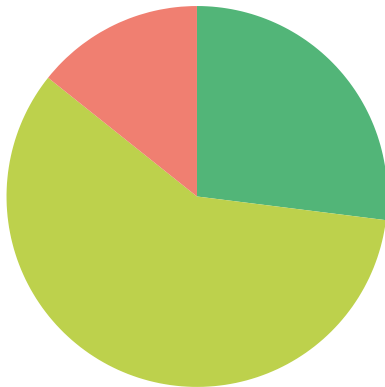
Respondents embraced the opportunity for ongoing interaction with the Toolkit and its community across a multitude of mediums and channels.

ASK THE EXPERT

A majority of respondents (66%) indicated that they have never used the Ask the Expert form and an additional 17% said they were not aware of this function, suggesting that this feature is underutilized and that there is a potential gap in communication or promotion of this feature.



Never heard of it 14.3% Yes, found it useful/interesting 27%



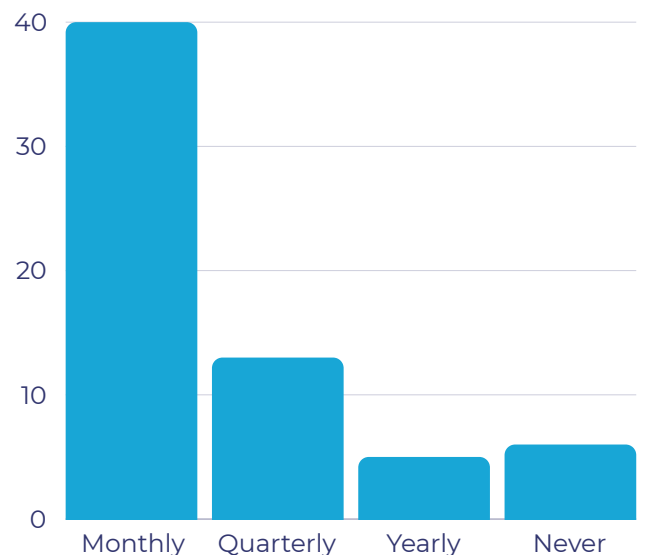
No, never participated 58.7%

DEMONSTRATIONS

Similarly, a majority of respondents (58%) stated that they have never participated in a demonstration of the Toolkit. However, among those who have participated, 100% found it useful/interesting.

COMMUNITY UPDATES

The majority of respondents (63%) expressed a preference in receiving updates about the Toolkit Community on a monthly basis, highlighting the importance of ongoing communication and promotion efforts to enhance awareness and participation in Toolkit features and events.



LOOKING FORWARD

Respondents were eager for more collaborative and interactive features in the Toolkit.

INTERACTIVE FEATURES

When asked about possible elements for inclusion in the Toolkit, several respondents requested more interactive learning features, including:



E-learning systems



Videos



Audio recordings

When asked about the future of the Toolkit Community, multiple respondents called for collaboration and knowledge sharing opportunities for users to exchange insights, best practices, and resources.

COLLABORATION OPPORTUNITIES

Support collaboration and knowledge sharing among users by establishing online forums, discussion groups, or knowledge-sharing platforms.

Explore strategies to increase visibility and engagement on social media through interactive discussions and more regular posting.

Build upon positive feedback regarding the user-friendliness and usefulness of the Toolkit resources by sending regular updates about new resources, tools, and features.

Increase awareness and encourage utilization of interactive features like Ask the Expert through targeted communication, promotion, and outreach efforts.

TAKE AWAYS

THANK YOU



to our donors, partners, and this year's survey respondents, who graciously dedicated their time and shared their valuable insights.

Your contributions will be instrumental in shaping the future of the UN Toolkit on Synthetic Drugs.

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