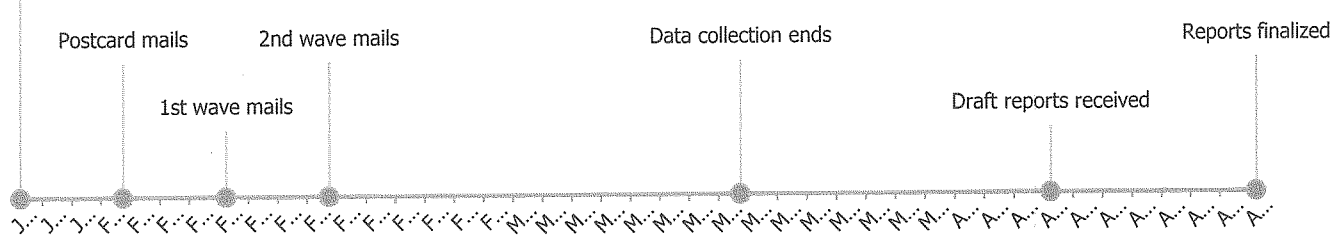


## Timeline for The National Citizen Survey™

Finalize survey materials



### Legend:

- ← Indicates when items from NRC are due to you      → Indicates when items from you are due to NRC  
 ⊙ Indicates information items

| Item                                                                                                                                                                                                                                                                                                                                                                                                                         | Date             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>Preparing for the Survey</b>                                                                                                                                                                                                                                                                                                                                                                                              |                  |
| ⊙ The NCS survey process is initiated upon receipt of your enrollment form and first payment                                                                                                                                                                                                                                                                                                                                 | Dec 13           |
| ← NRC emails you The NCS worksheets to customize The NCS                                                                                                                                                                                                                                                                                                                                                                     | Dec 13           |
| → Due to NRC: Selection of add-on options and basic contact worksheets                                                                                                                                                                                                                                                                                                                                                       | Jan 6            |
| → Due to NRC: Drafts of the three optional custom questions to be included in the survey                                                                                                                                                                                                                                                                                                                                     | Jan 6            |
| → Due to NRC: Information to customize The NCS survey                                                                                                                                                                                                                                                                                                                                                                        | Jan 13           |
| → Due to NRC: Zip code/sampling worksheet                                                                                                                                                                                                                                                                                                                                                                                    | Jan 13           |
| → Due to NRC: Area Boundary files for geographic comparison areas (if the geographic crosstabulations add-on is selected)                                                                                                                                                                                                                                                                                                    | Jan 13           |
| → Due to NRC: Additional payment for add-on options                                                                                                                                                                                                                                                                                                                                                                          | Jan 20           |
| ⊙ NRC finalizes the survey instrument and mailing materials                                                                                                                                                                                                                                                                                                                                                                  | Jan 27           |
| ⊙ NRC generates the sample of households in your community                                                                                                                                                                                                                                                                                                                                                                   | Jan 20 to Jan 27 |
| ← NRC provides confirmation documents about options selected by your community and a .Pdf sample of the postcard and mailing envelope for your records.                                                                                                                                                                                                                                                                      | Jan 20           |
| ⊙ NRC prints materials and prepares mailings                                                                                                                                                                                                                                                                                                                                                                                 | Jan 27           |
| → Due to NRC: Selection of demographic crosstabulation variables (if demographic crosstabulations add-on selected)                                                                                                                                                                                                                                                                                                           | Jan 27           |
| → Due to NRC: Selection of custom benchmark profile(s) (if custom benchmark add-on selected)                                                                                                                                                                                                                                                                                                                                 | Jan 27           |
| <b>Conducting the survey</b>                                                                                                                                                                                                                                                                                                                                                                                                 |                  |
| ⊙ Survey materials are mailed                                                                                                                                                                                                                                                                                                                                                                                                | Feb 3 to Feb 17  |
| ⊙ Prenotification postcards sent                                                                                                                                                                                                                                                                                                                                                                                             | Feb 3            |
| ⊙ 1st wave of surveys sent                                                                                                                                                                                                                                                                                                                                                                                                   | Feb 10           |
| ⊙ 2nd wave of surveys sent                                                                                                                                                                                                                                                                                                                                                                                                   | Feb 17           |
| ⊙ Data collection: surveys received and processed for your community                                                                                                                                                                                                                                                                                                                                                         | Feb 10 to Mar 17 |
| During this time, you will receive postcards that were undeliverable due to bad addresses, or vacant housing units. This is normal.                                                                                                                                                                                                                                                                                          |                  |
| ⊙ Please count all the postcards, as we will subtract the number of returned postcards from the total number mailed to estimate the number of "eligible" households in calculating the final response rate.                                                                                                                                                                                                                  |                  |
| → Due to NRC: Final count of returned postcards                                                                                                                                                                                                                                                                                                                                                                              | Mar 17           |
| ⊙ Survey analysis and report writing                                                                                                                                                                                                                                                                                                                                                                                         | Mar 17 to Apr 7  |
| During this time, NRC will process the surveys, perform the data analysis, and produce a draft report for your community. The report of results will contain a description of the methodology, information on understanding the results, and graphs and tables of your results, as well as a description of NRC's database of normative data from across the U.S. and actual comparisons to your results, where appropriate. |                  |
| ← NRC emails draft report (in PDF format) to you along with invoice for balance due on The NCS Basic Service and any additional add-on options                                                                                                                                                                                                                                                                               | Apr 7            |
| → Due to NRC: community feedback on the draft report (most final reports are identical to the draft reports, except being labeled as final instead of draft)                                                                                                                                                                                                                                                                 | Apr 14           |
| ← NRC emails final report and data file to you (unless otherwise specified)                                                                                                                                                                                                                                                                                                                                                  | Apr 21           |