

Appendix C. 2018 CTP E-blast Survey Audience Analysis Study Timeline

Post-IRB and OMB Approval	
By Week 1	<ul style="list-style-type: none"> • Program (code) the online survey, and create a unique URL for the survey.
By Week 2	<ul style="list-style-type: none"> • Conduct internal team pretest of the technical aspects of the online survey. • Assess any problems with the survey instrument based on the pretest.
By Week 3	<ul style="list-style-type: none"> • Modify the survey instrument based on the pretest observations.
Survey Launch	
By Week 4	<ul style="list-style-type: none"> • Send an email invitation to complete the survey to the approximately 40,000 CTP e-blast subscribers.
Week 4	<ul style="list-style-type: none"> • Begin fielding the survey. • Send the first reminder to CTP e-blast subscribers to complete the survey.
Week 6	<ul style="list-style-type: none"> • Send the second reminder to CTP e-blast subscribers to complete the survey.
Weeks 4, 5, 6	<ul style="list-style-type: none"> • Engage in quality assurance of ongoing survey completion (checking for accuracy and missing data). • Monitor the number of completed surveys on an ongoing basis.
Survey Data Analysis	
Week 7	<ul style="list-style-type: none"> • Analyze quantitative data. • Conduct chi-squares as necessary. • Generate cross-tabs.
Week 8	<ul style="list-style-type: none"> • Analyze respondents' qualitative and narrative comments submitted to the one open-ended survey question.
Week 9	<ul style="list-style-type: none"> • Select and present most interesting and revealing cross tab visuals. • Develop key summary pictorials (e.g., bar charts, pie charts). • Write a narrative summary of the findings.