**Appendix C. 2019 CTP E-blast Survey Audience Analysis Study Timeline**

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| **Post-IRB and OMB Approval** |
| By Week 1 | * Program (code) the online survey, and create a unique URL for the survey.
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| By Week 2 | * Conduct internal team pretest of the technical aspects of the online survey.
* Assess any problems with the survey instrument based on the pretest.
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| By Week 3 | * Modify the survey instrument based on the pretest observations.
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| **Survey Launch** |
| By Week 4 | * Send an email invitation to complete the survey to the approximately 42,500 CTP e-blast subscribers.
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| Week 4 | * Begin fielding the survey.
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| Week 5 | * Send the first reminder to CTP e-blast subscribers to complete the survey.
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| Week 6 | * Send the second reminder to CTP e-blast subscribers to complete the survey.
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| Weeks 4, 5, 6 | * Engage in quality assurance of ongoing survey completion (checking for accuracy and missing data).
* Monitor the number of completed surveys on an ongoing basis.
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| **Survey Data Analysis** |
| Week 7 | * Analyze quantitative data.
* Generate cross-tabs as necessary.
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| Week 8 | * Analyze respondents’ qualitative and narrative comments submitted to the “Other: Please specify: \_\_\_” response options and the last open-ended survey question.
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| Week 9 | * Select and present the most interesting and revealing cross tab visuals.
* Develop key summary pictorials (e.g., bar charts, pie charts).
* Write a narrative summary report of the survey findings, develop a one-page CTP e-blast subscriber “persona” as informed by the findings, and develop a PowerPoint presentation as a tool for verbally presenting the findings.
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