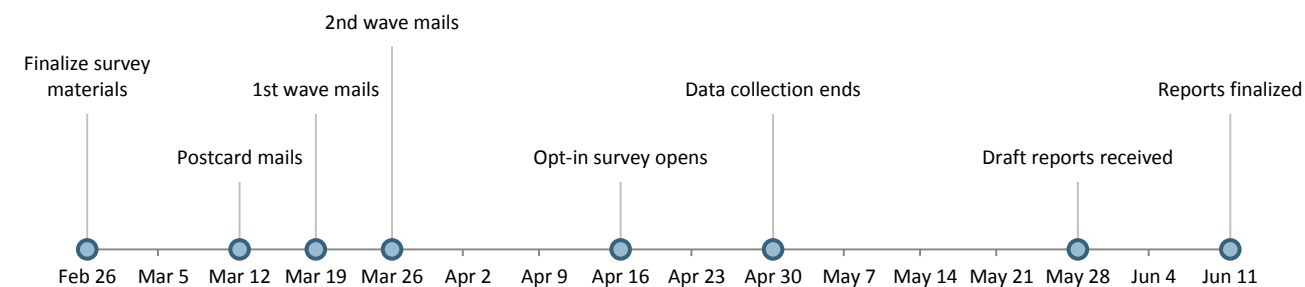


Timeline for The National Citizen Survey™



Item	Date
Preparing for the Survey	
⊙ The NCS survey process is initiated upon receipt of your first payment	Jan 29
← NRC emails you information to customize The NCS	Jan 29
→ Due to NRC: Selection of add-on options	Feb 12
→ Due to NRC: Drafts of the optional custom questions to be included in the survey	Feb 12
→ Due to NRC: Zip code information and GIS boundary data	Feb 19
→ Due to NRC: Additional payment for add-on options	Feb 19
⊙ NRC finalizes the survey instrument and mailing materials and sends .pdf samples for your records	Feb 26
⊙ NRC generates the sample of households in your community	Feb 19 to Mar 5
⊙ NRC prints materials and prepares mailings	Mar 5
→ Due to NRC: Selection of custom benchmark profile(s) (if custom benchmark add-on selected)	Mar 5
Conducting the survey	
⊙ Survey materials are mailed	Mar 12 to Mar 26
⊙ Prenotification postcards sent	Mar 12
⊙ 1st wave of surveys sent	Mar 19
⊙ 2nd wave of surveys sent	Mar 26
→ Opt-in web survey link posted on your website (source link provided to you by NRC)	Apr 16
⊙ Data collection: surveys received and processed for your community	Mar 19 to Apr 30
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	Apr 30
⊙ Survey analysis and report writing	Apr 30 to May 28
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	May 28
→ 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)	Jun 4
← NRC emails final report and data file to you	Jun 11

Legend

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