

STRATCOM

STRATEGIC COMMUNICATIONS

BVM Report #: 3628

Report Date: 31-Oct-2014

Client: FCB_LONDON

Program: Polling_1030_FCB_LONDON

Duration: N/A for non-BVM project

Consultant: Mike

List size: 126 records

Call start: 2014-10-30

Call end: 2014-10-31

Contact Summary

Voice connect: 79

Answering machine: 31

% Contacted: 87%

	Count	Group %	Overall %
Voice connect	79	71.8%	62.7%
Answering machine	31	28.2%	24.6%
Undeliverable	16		12.7%
**** Total ****	126		100%