

STRATCOM

STRATEGIC COMMUNICATIONS

BVM Report #: 3529

Report Date: 16-Sep-2014

Client: Trans Canada Trail
Program: BVM_0916_Trans Canada Trail
Duration: 106 seconds
Consultant: Angela and Deanna

List size: 9769 records
Call start: 2014-09-16
Call end: 2014-09-16

Contact Summary

Voice connect: 3857
Answering machine: 4700
% Contacted: 88%

| | Count | Group % | Overall % |
|-------------------|-------|---------|-----------|
| Voice connect | 3,857 | 45.1% | 39.5% |
| Answering machine | 4,700 | 54.9% | 48.1% |
| Undeliverable | 1,212 | | 12.4% |
| **** Total **** | 9,769 | | 100% |

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