

STRATCOM

STRATEGIC COMMUNICATIONS

BVM Report #: 3478

Report Date: 21-May-2014

Client: FCB

Program: Polling_0517_FCB

Duration: N/A for non-BVM project

Consultant: Dan

List size: 1443 records

Call start: 2014-05-17

Call end: 2014-05-17

Contact Summary

Voice connect: 529

Answering machine: 654

% Contacted: 82%

	Count	Group %	Overall %
Voice connect	529	44.7%	36.7%
Answering machine	654	55.3%	45.3%
Undeliverable	260		18.0%
**** Total ****	1,443		100%

www.stratcom.ca

Toronto: 1179 King Street West Suite 202 Toronto ON M6K 3C5 PH 416.537.6100 FX 416.588.3490

Vancouver: 1770 West 7th Ave. Ste. 305 Vancouver BC V6J 4Y6 PH 604.681.3030 FX 604.681.2025

Ottawa: 100 Sparks Street 8th Floor Ottawa ON K1P 5B7 PH 613.916.6215 FX 613.238.9997