

CANVASS 2020 RESPONSES

Initial forms and responses:

Route 1 - 61,972 sent 1-14 August

Route 2 - 14,001 sent 1-14 August, reminders 7,647 sent 21 September

Route 3 Canvass Forms - 6,625 sent 23-30 October

(We also generated 668 telephone canvass contacts, of which we received 198 full responses)

We received 6,007 responses to Route 1 properties, of which 2,071 were for major changes, and 3,936 were for minor or no changes

We received 8,538 responses to Route 2 properties, 54% response rate.

| Response Channel | Route 1 total responses** | Route 2 total responses** |
|-----------------------------------|---------------------------|---------------------------|
| Post | 152 | 580 |
| Internet (CES) | 5391 | 6,474 |
| Phone (automated) | 1 | 614 |
| SMS | 3 | 134 |
| Email (includes via Arun Direct*) | 76 | 187 |
| Telephone canvass | N/A | 198 |
| Other responses (eg via CT) | 384 | 351 |
| TOTAL | 6,007 | 8,538 |

* when Arun Direct received a phone call in response to the canvass letter, they would email us with the response, and we would attach the response to the property, so on the reports it shows up as an email response.

** these are the property totals, but in addition to this we received multiple responses from some properties, as we always do. Sometimes this is because circumstances have changed since the initial response, sometimes because we have to produce the data a while in advance of printing, so some people might respond, then receive a reminder. Sometimes there is no reason at all for people to respond more, but they do.