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From: Yates, Margaret on Fri, Feb 3, 1995 4:11 PM

Subject: 4Q94 QUE Mail results/Wave 3

To: Anne Marie EVANS; Ash KUMAR; Barros, Peter(Kowal); Blohm, Susan; bromberg, liz; Chen, Edith; conant, margo; Frame, Len; Friedland, Amy; Hingst, Donna; Kligerman, Rachel; Kowal, Paul(Kowal); Logiodice, Al; Mahan, Michael; Marini, Erna; Miller, Karen; porter, doug; Schwartz, Linda; Scott, James; Smith, Peggy; Thooho, Fred; Vander Putten, James

Finally here's an initial wave 3 flash as promised on 1/23.

(Thanks to Al for providing the data - source Neodata mail receipts).

We have 73,000 mail responses and 2,000 phone responses as of 2/1.

This far exceeds (+50%) our response forecast of 51,000 total program responses.

The good news for fulfillment/purchasing is that only 10% of the mail offered any item (flameless lighter).

Additional details will follow next week once Neodata has keyed.

Great job everyone!!!

Margaret

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