

TO: JOAN CRYAN
FAX #: 212-907-5716
FROM: MICHELLE SOTTONG

START DATE: 10/13/94
1-800-852-3445

PHILIP MORRIS SMOKING ISSUES AD SERIES
TODAY'S DATE: 11/28/94
CALL DATE: 11/23/94

	DAILY ORDERS	TOTAL CALLS
12 - 1 AM	3	383
1 - 2 AM	2	306
2 - 3 AM	1	189
3 - 4 AM	-	57
4 - 5 AM	1	57
5 - 6 AM	1	69
6 - 7 AM	3	125
7 - 8 AM	3	413
8 - 9 AM	8	1,174
9 - 10 AM	20	2,335
10 - 11 AM	14	2,359
11 - 12 PM	14	2,310
12 - 1 PM	15	2,197
1 - 2 PM	13	2,233
2 - 3 PM	12	2,209
3 - 4 PM	21	2,094
4 - 5 PM	16	1,855
5 - 6 PM	7	1,628
6 - 7 PM	5	1,323
7 - 8 PM	2	1,249
8 - 9 PM	2	1,092
9 - 10 PM	4	933
10 - 11 PM	3	764
11 - 12 AM	3	571
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DAILY TOTAL OF ORDERS	173	27,925
DAILY INQUIRIES	34	5,949
UNDER 21	8	1,504
YES TO FUTURE MAILINGS	163	25,325
TOTAL NUMBER OF CALLS	207	33,874

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