

Strategic Media, Inc.
Response Tracking Report Summary
7/22/2002 to 7/28/2002
Sorted by: Market / Date



	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Market:	135	92	31.9%	\$2,280.00	59	38	\$60	\$5,116	41.3%	\$135	2.24
TOTAL For Date: Wed, Jul 24, 2002	91	59	35.2%	\$1,425.00	64	26	\$55	\$3,739	44.1%	\$144	2.62
TOTAL For Date: Sat, Jul 27, 2002	44	33	25.0%	\$855.00	51	12	\$71	\$1,377	36.4%	\$115	1.61
TOTAL For Market: Abilene	81	79	2.5%	\$1,448.75	56	33	\$44	\$4,914	41.8%	\$149	3.39
TOTAL For Date: Mon, Jul 22, 2002	13	13	0.0%	\$190.00	68	4	\$48	\$511	30.8%	\$128	2.69
TOTAL For Date: Tue, Jul 23, 2002	19	19	0.0%	\$380.00	50	7	\$54	\$927	36.8%	\$132	2.44
TOTAL For Date: Wed, Jul 24, 2002	19	18	5.3%	\$190.00	100	8	\$24	\$1,359	44.4%	\$170	7.15
TOTAL For Date: Thu, Jul 25, 2002	12	12	0.0%	\$380.00	32	8	\$48	\$1,197	66.7%	\$150	3.15
TOTAL For Date: Fri, Jul 26, 2002	15	14	6.7%	\$190.00	79	4	\$48	\$677	28.6%	\$169	3.57
TOTAL For Date: Sun, Jul 28, 2002	3	3	0.0%	\$118.75	25	2	\$59	\$242	66.7%	\$121	2.04
TOTAL For Market: Albany	19	14	26.3%	\$285.00	67	4	\$71	\$576	28.6%	\$144	2.02
TOTAL For Date: Sun, Jul 28, 2002	19	14	26.3%	\$285.00	67	4	\$71	\$576	28.6%	\$144	2.02
TOTAL For Market: Albuquerque	112	99	11.6%	\$1,306.25	86	33	\$40	\$5,102	33.3%	\$155	3.91
TOTAL For Date: Mon, Jul 22, 2002	14	11	21.4%	\$237.50	59	4	\$59	\$612	36.4%	\$153	2.57
TOTAL For Date: Wed, Jul 24, 2002	40	34	15.0%	\$546.25	73	8	\$68	\$1,149	23.5%	\$144	2.10
TOTAL For Date: Thu, Jul 25, 2002	32	31	3.1%	\$285.00	112	12	\$24	\$1,631	38.7%	\$136	5.72
TOTAL For Date: Fri, Jul 26, 2002	26	23	11.5%	\$237.50	109	9	\$26	\$1,711	39.1%	\$190	7.20
TOTAL For Market: Amarillo	46	44	4.3%	\$570.00	81	17	\$34	\$2,750	38.6%	\$162	4.82
TOTAL For Date: Mon, Jul 22, 2002	15	14	6.7%	\$190.00	79	2	\$95	\$384	14.3%	\$192	2.02
TOTAL For Date: Wed, Jul 24, 2002	17	17	0.0%	\$190.00	89	5	\$38	\$973	29.4%	\$195	5.12
TOTAL For Date: Fri, Jul 26, 2002	14	13	7.1%	\$190.00	74	10	\$19	\$1,393	76.9%	\$139	7.33
TOTAL For Market: Augusta	52	42	19.2%	\$570.00	91	7	\$81	\$1,057	16.7%	\$151	1.85
TOTAL For Date: Tue, Jul 23, 2002	37	28	24.3%	\$380.00	97	3	\$127	\$332	10.7%	\$111	0.87
TOTAL For Date: Fri, Jul 26, 2002	15	14	6.7%	\$190.00	79	4	\$48	\$726	28.6%	\$181	3.82
TOTAL For Market: Baltimore	79	62	21.5%	\$1,710.00	46	37	\$46	\$5,218	59.7%	\$141	3.05

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Sat, Jul 27, 2002	79	62	21.5%	\$1,710.00	46	37	\$46	\$5,218	59.7%	\$141	3.05
TOTAL For Market: Binghamton	10	8	20.0%	\$142.50	70	2	\$71	\$402	25.0%	\$201	2.82
TOTAL For Date: Thu, Jul 25, 2002	6	5	16.7%	\$71.25	84	1	\$71	\$152	20.0%	\$152	2.13
TOTAL For Date: Fri, Jul 26, 2002	4	3	25.0%	\$71.25	56	1	\$71	\$250	33.3%	\$250	3.51
TOTAL For Market: Birmingham	45	35	22.2%	\$665.00	68	8	\$83	\$1,035	22.9%	\$129	1.56
TOTAL For Date: Sat, Jul 27, 2002	45	35	22.2%	\$665.00	68	8	\$83	\$1,035	22.9%	\$129	1.56
TOTAL For Market: Bismarck	3	3	0.0%	\$237.50	13	1	\$238	\$162	33.3%	\$162	0.68
TOTAL For Date: Sat, Jul 27, 2002	3	3	0.0%	\$237.50	13	1	\$238	\$162	33.3%	\$162	0.68
TOTAL For Market: Boston	60	35	41.7%	\$1,876.25	32	25	\$75	\$4,538	71.4%	\$182	2.42
TOTAL For Date: Wed, Jul 24, 2002	7	5	28.6%	\$285.00	25	4	\$71	\$626	80.0%	\$156	2.19
TOTAL For Date: Thu, Jul 25, 2002	40	20	50.0%	\$926.25	43	16	\$58	\$2,846	80.0%	\$178	3.07
TOTAL For Date: Fri, Jul 26, 2002	13	10	23.1%	\$665.00	20	5	\$133	\$1,066	50.0%	\$213	1.60
TOTAL For Market: Buffalo	237	216	8.9%	\$6,602.50	36	56	\$118	\$8,821	25.9%	\$158	1.34
TOTAL For Date: Wed, Jul 24, 2002	92	92	0.0%	\$3,040.00	30	21	\$145	\$3,566	22.8%	\$170	1.17
TOTAL For Date: Thu, Jul 25, 2002	31	25	19.4%	\$1,425.00	22	4	\$356	\$654	16.0%	\$163	0.46
TOTAL For Date: Fri, Jul 26, 2002	87	73	16.1%	\$1,876.25	46	21	\$89	\$2,944	28.8%	\$140	1.57
TOTAL For Date: Sat, Jul 27, 2002	27	26	3.7%	\$261.25	103	10	\$26	\$1,658	38.5%	\$166	6.35
TOTAL For Market: Burlington-Plattsburgh	25	13	48.0%	\$570.00	44	5	\$114	\$859	38.5%	\$172	1.51
TOTAL For Date: Mon, Jul 22, 2002	20	9	55.0%	\$285.00	70	4	\$71	\$707	44.4%	\$177	2.48
TOTAL For Date: Fri, Jul 26, 2002	5	4	20.0%	\$285.00	18	1	\$285	\$152	25.0%	\$152	0.53
TOTAL For Market: Casper, WY	31	26	16.1%	\$641.25	48	15	\$43	\$2,326	57.7%	\$155	3.63
TOTAL For Date: Mon, Jul 22, 2002	11	9	18.2%	\$213.75	51	4	\$53	\$544	44.4%	\$136	2.54
TOTAL For Date: Tue, Jul 23, 2002	17	15	11.8%	\$213.75	80	8	\$27	\$1,291	53.3%	\$161	6.04
TOTAL For Date: Fri, Jul 26, 2002	3	2	33.3%	\$213.75	14	3	\$71	\$492	150.0%	\$164	2.30
TOTAL For Market: Cedar Rapids	16	15	6.3%	\$380.00	42	6	\$63	\$1,031	40.0%	\$172	2.71
TOTAL For Date: Tue, Jul 23, 2002	4	4	0.0%	\$118.75	34	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Wed, Jul 24, 2002	6	5	16.7%	\$142.50	42	2	\$71	\$334	40.0%	\$167	2.34
TOTAL For Date: Thu, Jul 25, 2002	6	6	0.0%	\$118.75	51	4	\$30	\$697	66.7%	\$174	5.87
TOTAL For Market: Champaign & Springfield-C	19	19	0.0%	\$285.00	67	4	\$71	\$622	21.1%	\$155	2.18

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Tue, Jul 23, 2002	11	11	0.0%	\$142.50	77	1	\$143	\$230	9.1%	\$230	1.61
TOTAL For Date: Thu, Jul 25, 2002	8	8	0.0%	\$142.50	56	3	\$48	\$392	37.5%	\$131	2.75
TOTAL For Market: Chico-Redding	51	50	2.0%	\$855.00	60	25	\$34	\$4,138	50.0%	\$166	4.84
TOTAL For Date: Mon, Jul 22, 2002	15	15	0.0%	\$427.50	35	4	\$107	\$576	26.7%	\$144	1.35
TOTAL For Date: Tue, Jul 23, 2002	36	35	2.8%	\$427.50	84	21	\$20	\$3,563	60.0%	\$170	8.33
TOTAL For Market: Cincinnati	201	184	8.5%	\$2,850.00	71	57	\$50	\$9,626	31.0%	\$169	3.38
TOTAL For Date: Tue, Jul 23, 2002	100	91	9.0%	\$1,425.00	70	26	\$55	\$4,275	28.6%	\$164	3.00
TOTAL For Date: Thu, Jul 25, 2002	89	84	5.6%	\$1,425.00	62	27	\$53	\$4,712	32.1%	\$175	3.31
TOTAL For Date: Sat, Jul 27, 2002	12	9	25.0%	\$0.00	0	4	\$0	\$640	44.4%	\$160	0.00
TOTAL For Market: Columbia SC	100	88	12.0%	\$1,662.50	60	21	\$79	\$3,370	23.9%	\$160	2.03
TOTAL For Date: Tue, Jul 23, 2002	25	24	4.0%	\$285.00	88	5	\$57	\$642	20.8%	\$128	2.25
TOTAL For Date: Thu, Jul 25, 2002	75	64	14.7%	\$1,377.50	54	16	\$86	\$2,728	25.0%	\$171	1.98
TOTAL For Market: Columbus, GA	18	12	33.3%	\$570.00	32	6	\$95	\$729	50.0%	\$122	1.28
TOTAL For Date: Mon, Jul 22, 2002	7	4	42.9%	\$142.50	49	2	\$71	\$180	50.0%	\$90	1.26
TOTAL For Date: Tue, Jul 23, 2002	4	2	50.0%	\$142.50	28	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Thu, Jul 25, 2002	4	3	25.0%	\$142.50	28	2	\$71	\$350	66.7%	\$175	2.45
TOTAL For Date: Fri, Jul 26, 2002	3	3	0.0%	\$142.50	21	2	\$71	\$200	66.7%	\$100	1.40
TOTAL For Market: Columbus, OH	20	19	5.0%	\$617.50	32	7	\$88	\$998	36.8%	\$143	1.62
TOTAL For Date: Thu, Jul 25, 2002	20	19	5.0%	\$617.50	32	7	\$88	\$998	36.8%	\$143	1.62
TOTAL For Market: Dallas	31	21	32.3%	\$570.00	54	6	\$95	\$867	28.6%	\$145	1.52
TOTAL For Date: Thu, Jul 25, 2002	31	21	32.3%	\$570.00	54	6	\$95	\$867	28.6%	\$145	1.52
TOTAL For Market: Dayton	9	8	11.1%	\$261.25	34	3	\$87	\$434	37.5%	\$145	1.66
TOTAL For Date: Mon, Jul 22, 2002	3	3	0.0%	\$142.50	21	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Tue, Jul 23, 2002	6	5	16.7%	\$118.75	51	3	\$40	\$434	60.0%	\$145	3.65
TOTAL For Market: Denver	591	467	21.0%	\$8,526.25	69	177	\$48	\$28,262	37.9%	\$160	3.31
TOTAL For Date: Mon, Jul 22, 2002	224	172	23.2%	\$2,826.25	79	60	\$47	\$9,517	34.9%	\$159	3.37
TOTAL For Date: Wed, Jul 24, 2002	203	165	18.7%	\$2,850.00	71	59	\$48	\$9,561	35.8%	\$162	3.35
TOTAL For Date: Sun, Jul 28, 2002	164	130	20.7%	\$2,850.00	58	58	\$49	\$9,185	44.6%	\$158	3.22
TOTAL For Market: Des Moines	56	47	16.1%	\$1,140.00	49	20	\$57	\$3,426	42.6%	\$171	3.00

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Mon, Jul 22, 2002	11	11	0.0%	\$380.00	29	5	\$76	\$937	45.5%	\$187	2.47
TOTAL For Date: Tue, Jul 23, 2002	17	16	5.9%	\$522.50	33	9	\$58	\$1,511	56.3%	\$168	2.89
TOTAL For Date: Wed, Jul 24, 2002	10	10	0.0%	\$142.50	70	2	\$71	\$320	20.0%	\$160	2.24
TOTAL For Date: Thu, Jul 25, 2002	18	10	44.4%	\$95.00	189	4	\$24	\$658	40.0%	\$164	6.92
TOTAL For Market: Detroit	11	6	45.5%	\$427.50	26	5	\$86	\$433	83.3%	\$87	1.01
TOTAL For Date: Thu, Jul 25, 2002	11	6	45.5%	\$427.50	26	5	\$86	\$433	83.3%	\$87	1.01
TOTAL For Market: Dothan	23	17	26.1%	\$142.50	161	7	\$20	\$868	41.2%	\$124	6.09
TOTAL For Date: Mon, Jul 22, 2002	4	4	0.0%	\$47.50	84	2	\$24	\$400	50.0%	\$200	8.41
TOTAL For Date: Tue, Jul 23, 2002	1	1	0.0%	\$0.00	0	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Wed, Jul 24, 2002	4	3	25.0%	\$47.50	84	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Thu, Jul 25, 2002	4	4	0.0%	\$0.00	0	1	\$0	\$110	25.0%	\$110	0.00
TOTAL For Date: Fri, Jul 26, 2002	10	5	50.0%	\$47.50	211	4	\$12	\$359	80.0%	\$90	7.55
TOTAL For Market: Duluth	16	16	0.0%	\$380.00	42	7	\$54	\$1,021	43.8%	\$146	2.69
TOTAL For Date: Tue, Jul 23, 2002	16	16	0.0%	\$380.00	42	7	\$54	\$1,021	43.8%	\$146	2.69
TOTAL For Market: EI Paso	7	6	14.3%	\$71.25	98	3	\$24	\$466	50.0%	\$155	6.54
TOTAL For Date: Tue, Jul 23, 2002	2	2	0.0%	\$23.75	84	2	\$12	\$314	100.0%	\$157	13.21
TOTAL For Date: Thu, Jul 25, 2002	4	3	25.0%	\$23.75	168	1	\$24	\$152	33.3%	\$152	6.40
TOTAL For Date: Sat, Jul 27, 2002	1	1	0.0%	\$23.75	42	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Market: Erie	50	32	36.0%	\$760.00	66	8	\$95	\$1,471	25.0%	\$184	1.94
TOTAL For Date: Mon, Jul 22, 2002	17	13	23.5%	\$237.50	72	3	\$79	\$556	23.1%	\$185	2.34
TOTAL For Date: Thu, Jul 25, 2002	14	8	42.9%	\$285.00	49	3	\$95	\$494	37.5%	\$165	1.73
TOTAL For Date: Fri, Jul 26, 2002	19	11	42.1%	\$237.50	80	2	\$119	\$422	18.2%	\$211	1.78
TOTAL For Market: Evansville	35	28	20.0%	\$356.25	98	5	\$71	\$907	17.9%	\$181	2.55
TOTAL For Date: Tue, Jul 23, 2002	35	28	20.0%	\$356.25	98	5	\$71	\$907	17.9%	\$181	2.55
TOTAL For Market: Florence-Myrtle Beach	63	51	19.0%	\$712.50	88	10	\$71	\$1,387	19.6%	\$139	1.95
TOTAL For Date: Tue, Jul 23, 2002	19	17	10.5%	\$213.75	89	3	\$71	\$372	17.6%	\$124	1.74
TOTAL For Date: Wed, Jul 24, 2002	9	7	22.2%	\$142.50	63	1	\$143	\$182	14.3%	\$182	1.28
TOTAL For Date: Thu, Jul 25, 2002	20	18	10.0%	\$213.75	94	2	\$107	\$382	11.1%	\$191	1.79
TOTAL For Date: Fri, Jul 26, 2002	15	9	40.0%	\$142.50	105	4	\$36	\$452	44.4%	\$113	3.17

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Market: Fort Myers	55	46	16.4%	\$831.25	66	23	\$36	\$3,421	50.0%	\$149	4.12
TOTAL For Date: Mon, Jul 22, 2002	18	16	11.1%	\$237.50	76	6	\$40	\$795	37.5%	\$133	3.35
TOTAL For Date: Tue, Jul 23, 2002	13	9	30.8%	\$213.75	61	5	\$43	\$725	55.6%	\$145	3.39
TOTAL For Date: Wed, Jul 24, 2002	14	13	7.1%	\$190.00	74	7	\$27	\$1,097	53.8%	\$157	5.77
TOTAL For Date: Fri, Jul 26, 2002	10	8	20.0%	\$190.00	53	5	\$38	\$803	62.5%	\$161	4.23
TOTAL For Market: Fort Wayne	107	101	5.6%	\$2,161.25	50	50	\$43	\$8,096	49.5%	\$162	3.75
TOTAL For Date: Mon, Jul 22, 2002	10	10	0.0%	\$427.50	23	4	\$107	\$786	40.0%	\$196	1.84
TOTAL For Date: Tue, Jul 23, 2002	5	4	20.0%	\$237.50	21	3	\$79	\$534	75.0%	\$178	2.25
TOTAL For Date: Wed, Jul 24, 2002	42	41	2.4%	\$475.00	88	23	\$21	\$3,841	56.1%	\$167	8.09
TOTAL For Date: Thu, Jul 25, 2002	9	8	11.1%	\$71.25	126	3	\$24	\$372	37.5%	\$124	5.22
TOTAL For Date: Fri, Jul 26, 2002	19	18	5.3%	\$427.50	44	6	\$71	\$787	33.3%	\$131	1.84
TOTAL For Date: Sun, Jul 28, 2002	22	20	9.1%	\$522.50	42	11	\$48	\$1,777	55.0%	\$162	3.40
TOTAL For Market: Grand Rapids	26	24	7.7%	\$237.50	109	5	\$48	\$799	20.8%	\$160	3.37
TOTAL For Date: Wed, Jul 24, 2002	9	8	11.1%	\$118.75	76	4	\$30	\$608	50.0%	\$152	5.12
TOTAL For Date: Fri, Jul 26, 2002	17	16	5.9%	\$118.75	143	1	\$119	\$192	6.3%	\$192	1.62
TOTAL For Market: Green Bay	43	36	16.3%	\$1,306.25	33	15	\$87	\$2,434	41.7%	\$162	1.86
TOTAL For Date: Mon, Jul 22, 2002	18	14	22.2%	\$475.00	38	6	\$79	\$855	42.9%	\$143	1.80
TOTAL For Date: Wed, Jul 24, 2002	11	9	18.2%	\$142.50	77	3	\$48	\$492	33.3%	\$164	3.45
TOTAL For Date: Fri, Jul 26, 2002	11	10	9.1%	\$427.50	26	5	\$86	\$935	50.0%	\$187	2.19
TOTAL For Date: Sat, Jul 27, 2002	3	3	0.0%	\$261.25	11	1	\$261	\$152	33.3%	\$152	0.58
TOTAL For Market: Greenville, NC	17	15	11.8%	\$237.50	72	7	\$34	\$915	46.7%	\$131	3.85
TOTAL For Date: Mon, Jul 22, 2002	12	10	16.7%	\$118.75	101	5	\$24	\$643	50.0%	\$129	5.42
TOTAL For Date: Fri, Jul 26, 2002	5	5	0.0%	\$118.75	42	2	\$59	\$272	40.0%	\$136	2.29
TOTAL For Market: Greenville-New Bern, NC	6	6	0.0%	\$71.25	84	1	\$71	\$163	16.7%	\$163	2.29
TOTAL For Date: Wed, Jul 24, 2002	6	6	0.0%	\$71.25	84	1	\$71	\$163	16.7%	\$163	2.29
TOTAL For Market: Hannibal-Quincy	26	24	7.7%	\$380.00	68	11	\$35	\$1,709	45.8%	\$155	4.50
TOTAL For Date: Tue, Jul 23, 2002	26	24	7.7%	\$380.00	68	11	\$35	\$1,709	45.8%	\$155	4.50
TOTAL For Market: Harrisburg	100	88	12.0%	\$3,705.00	27	37	\$100	\$6,005	42.0%	\$162	1.62
TOTAL For Date: Mon, Jul 22, 2002	3	2	33.3%	\$1,045.00	3	4	\$261	\$707	200.0%	\$177	0.68

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Tue, Jul 23, 2002	6	5	16.7%	\$285.00	21	3	\$95	\$492	60.0%	\$164	1.72
TOTAL For Date: Wed, Jul 24, 2002	10	9	10.0%	\$285.00	35	3	\$95	\$484	33.3%	\$161	1.70
TOTAL For Date: Thu, Jul 25, 2002	20	16	20.0%	\$380.00	53	3	\$127	\$506	18.8%	\$169	1.33
TOTAL For Date: Fri, Jul 26, 2002	24	21	12.5%	\$950.00	25	11	\$86	\$1,735	52.4%	\$158	1.83
TOTAL For Date: Sat, Jul 27, 2002	37	35	5.4%	\$760.00	49	13	\$58	\$2,083	37.1%	\$160	2.74
TOTAL For Market: Harrisonburg	5	4	20.0%	\$95.00	53	2	\$48	\$340	50.0%	\$170	3.58
TOTAL For Date: Fri, Jul 26, 2002	5	4	20.0%	\$95.00	53	2	\$48	\$340	50.0%	\$170	3.58
TOTAL For Market: Houston	61	56	8.2%	\$760.00	80	19	\$40	\$2,937	33.9%	\$155	3.86
TOTAL For Date: Mon, Jul 22, 2002	23	22	4.3%	\$380.00	61	8	\$48	\$1,129	36.4%	\$141	2.97
TOTAL For Date: Tue, Jul 23, 2002	10	10	0.0%	\$380.00	26	5	\$76	\$832	50.0%	\$166	2.19
TOTAL For Date: Thu, Jul 25, 2002	28	24	14.3%	\$0.00	0	6	\$0	\$975	25.0%	\$163	0.00
TOTAL For Market: Huntsville-Decatur (Floren	10	7	30.0%	\$71.25	140	1	\$71	\$152	14.3%	\$152	2.13
TOTAL For Date: Sat, Jul 27, 2002	10	7	30.0%	\$71.25	140	1	\$71	\$152	14.3%	\$152	2.13
TOTAL For Market: Idaho Falls	25	20	20.0%	\$855.00	29	6	\$143	\$1,135	30.0%	\$189	1.33
TOTAL For Date: Sat, Jul 27, 2002	9	8	11.1%	\$427.50	21	1	\$428	\$90	12.5%	\$90	0.21
TOTAL For Date: Sun, Jul 28, 2002	16	12	25.0%	\$427.50	37	5	\$86	\$1,045	41.7%	\$209	2.45
TOTAL For Market: Indianapolis	162	135	16.7%	\$3,705.00	44	49	\$76	\$8,355	36.3%	\$171	2.26
TOTAL For Date: Tue, Jul 23, 2002	8	8	0.0%	\$237.50	34	4	\$59	\$767	50.0%	\$192	3.23
TOTAL For Date: Wed, Jul 24, 2002	16	16	0.0%	\$570.00	28	8	\$71	\$1,353	50.0%	\$169	2.37
TOTAL For Date: Fri, Jul 26, 2002	81	67	17.3%	\$1,805.00	45	17	\$106	\$2,784	25.4%	\$164	1.54
TOTAL For Date: Sat, Jul 27, 2002	24	16	33.3%	\$522.50	46	10	\$52	\$1,713	62.5%	\$171	3.28
TOTAL For Date: Sun, Jul 28, 2002	33	28	15.2%	\$570.00	58	10	\$57	\$1,739	35.7%	\$174	3.05
TOTAL For Market: Jacksonville	12	12	0.0%	\$380.00	32	5	\$76	\$947	41.7%	\$189	2.49
TOTAL For Date: Tue, Jul 23, 2002	12	12	0.0%	\$380.00	32	5	\$76	\$947	41.7%	\$189	2.49
TOTAL For Market: Johnstown-Altoona	121	104	14.0%	\$712.50	170	49	\$15	\$7,380	47.1%	\$151	10.36
TOTAL For Date: Mon, Jul 22, 2002	15	12	20.0%	\$95.00	158	8	\$12	\$1,209	66.7%	\$151	12.72
TOTAL For Date: Wed, Jul 24, 2002	12	8	33.3%	\$142.50	84	5	\$29	\$757	62.5%	\$151	5.32
TOTAL For Date: Sat, Jul 27, 2002	45	40	11.1%	\$0.00	0	17	\$0	\$2,466	42.5%	\$145	0.00
TOTAL For Date: Sun, Jul 28, 2002	49	44	10.2%	\$475.00	103	19	\$25	\$2,948	43.2%	\$155	6.21

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Market: Kansas City	68	58	14.7%	\$926.25	73	23	\$40	\$3,811	39.7%	\$166	4.11
TOTAL For Date: Tue, Jul 23, 2002	12	9	25.0%	\$142.50	84	3	\$48	\$512	33.3%	\$171	3.59
TOTAL For Date: Wed, Jul 24, 2002	24	20	16.7%	\$380.00	63	8	\$48	\$1,397	40.0%	\$175	3.68
TOTAL For Date: Thu, Jul 25, 2002	6	6	0.0%	\$142.50	42	3	\$48	\$414	50.0%	\$138	2.90
TOTAL For Date: Fri, Jul 26, 2002	13	12	7.7%	\$142.50	91	6	\$24	\$977	50.0%	\$163	6.86
TOTAL For Date: Sat, Jul 27, 2002	13	11	15.4%	\$118.75	109	3	\$40	\$512	27.3%	\$171	4.31
TOTAL For Market: Knoxville	21	20	4.8%	\$142.50	147	9	\$16	\$2,167	45.0%	\$241	15.20
TOTAL For Date: Wed, Jul 24, 2002	21	20	4.8%	\$142.50	147	9	\$16	\$2,167	45.0%	\$241	15.20
TOTAL For Market: Lansing	44	37	15.9%	\$1,187.50	37	11	\$108	\$1,613	29.7%	\$147	1.36
TOTAL For Date: Mon, Jul 22, 2002	14	12	14.3%	\$332.50	42	3	\$111	\$362	25.0%	\$121	1.09
TOTAL For Date: Fri, Jul 26, 2002	30	25	16.7%	\$855.00	35	8	\$107	\$1,251	32.0%	\$156	1.46
TOTAL For Market: Lexington, KY	21	20	4.8%	\$522.50	40	7	\$75	\$1,261	35.0%	\$180	2.41
TOTAL For Date: Tue, Jul 23, 2002	5	5	0.0%	\$261.25	19	3	\$87	\$516	60.0%	\$172	1.97
TOTAL For Date: Thu, Jul 25, 2002	16	15	6.3%	\$261.25	61	4	\$65	\$746	26.7%	\$186	2.85
TOTAL For Market: Lincoln	14	14	0.0%	\$380.00	37	7	\$54	\$918	50.0%	\$131	2.42
TOTAL For Date: Tue, Jul 23, 2002	5	5	0.0%	\$190.00	26	2	\$95	\$345	40.0%	\$172	1.81
TOTAL For Date: Thu, Jul 25, 2002	9	9	0.0%	\$190.00	47	5	\$38	\$574	55.6%	\$115	3.02
TOTAL For Market: Little Rock	68	61	10.3%	\$1,781.25	38	22	\$81	\$3,433	36.1%	\$156	1.93
TOTAL For Date: Tue, Jul 23, 2002	10	10	0.0%	\$237.50	42	2	\$119	\$334	20.0%	\$167	1.41
TOTAL For Date: Wed, Jul 24, 2002	13	9	30.8%	\$237.50	55	4	\$59	\$606	44.4%	\$151	2.55
TOTAL For Date: Sun, Jul 28, 2002	45	42	6.7%	\$1,306.25	34	16	\$82	\$2,493	38.1%	\$156	1.91
TOTAL For Market: Los Angeles	439	357	18.7%	\$9,310.00	47	163	\$57	\$24,906	45.7%	\$153	2.68
TOTAL For Date: Mon, Jul 22, 2002	179	142	20.7%	\$3,800.00	47	79	\$48	\$11,934	55.6%	\$151	3.14
TOTAL For Date: Tue, Jul 23, 2002	11	7	36.4%	\$807.50	14	2	\$404	\$230	28.6%	\$115	0.28
TOTAL For Date: Wed, Jul 24, 2002	40	36	10.0%	\$807.50	50	18	\$45	\$2,838	50.0%	\$158	3.51
TOTAL For Date: Thu, Jul 25, 2002	185	154	16.8%	\$3,420.00	54	60	\$57	\$9,323	39.0%	\$155	2.73
TOTAL For Date: Sat, Jul 27, 2002	24	18	25.0%	\$475.00	51	4	\$119	\$582	22.2%	\$145	1.22
TOTAL For Market: Macon	17	17	0.0%	\$285.00	60	2	\$143	\$242	11.8%	\$121	0.85
TOTAL For Date: Wed, Jul 24, 2002	5	5	0.0%	\$95.00	53	0	\$0	\$0	0.0%	\$0	0.00

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Thu, Jul 25, 2002	12	12	0.0%	\$190.00	63	2	\$95	\$242	16.7%	\$121	1.27
TOTAL For Market: Madison	57	54	5.3%	\$1,163.75	49	21	\$55	\$2,962	38.9%	\$141	2.54
TOTAL For Date: Mon, Jul 22, 2002	8	8	0.0%	\$118.75	67	1	\$119	\$90	12.5%	\$90	0.76
TOTAL For Date: Tue, Jul 23, 2002	14	13	7.1%	\$285.00	49	4	\$71	\$596	30.8%	\$149	2.09
TOTAL For Date: Wed, Jul 24, 2002	11	11	0.0%	\$237.50	46	6	\$40	\$853	54.5%	\$142	3.59
TOTAL For Date: Thu, Jul 25, 2002	4	4	0.0%	\$118.75	34	1	\$119	\$172	25.0%	\$172	1.45
TOTAL For Date: Fri, Jul 26, 2002	20	18	10.0%	\$403.75	50	9	\$45	\$1,251	50.0%	\$139	3.10
TOTAL For Market: Medford-Klamath Falls	26	24	7.7%	\$261.25	100	12	\$22	\$1,854	50.0%	\$155	7.10
TOTAL For Date: Wed, Jul 24, 2002	12	12	0.0%	\$118.75	101	3	\$40	\$310	25.0%	\$103	2.61
TOTAL For Date: Thu, Jul 25, 2002	5	5	0.0%	\$23.75	211	1	\$24	\$152	20.0%	\$152	6.40
TOTAL For Date: Fri, Jul 26, 2002	9	7	22.2%	\$118.75	76	8	\$15	\$1,393	114.3%	\$174	11.73
TOTAL For Market: Memphis	54	44	18.5%	\$1,425.00	38	10	\$143	\$1,453	22.7%	\$145	1.02
TOTAL For Date: Wed, Jul 24, 2002	14	10	28.6%	\$475.00	29	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Thu, Jul 25, 2002	15	13	13.3%	\$475.00	32	3	\$158	\$464	23.1%	\$155	0.98
TOTAL For Date: Fri, Jul 26, 2002	25	21	16.0%	\$475.00	53	7	\$68	\$989	33.3%	\$141	2.08
TOTAL For Market: Milwaukee	33	26	21.2%	\$760.00	43	11	\$69	\$1,917	42.3%	\$174	2.52
TOTAL For Date: Tue, Jul 23, 2002	10	7	30.0%	\$285.00	35	2	\$143	\$431	28.6%	\$215	1.51
TOTAL For Date: Thu, Jul 25, 2002	11	8	27.3%	\$190.00	58	3	\$63	\$692	37.5%	\$231	3.64
TOTAL For Date: Fri, Jul 26, 2002	12	11	8.3%	\$285.00	42	6	\$48	\$795	54.5%	\$133	2.79
TOTAL For Market: Milwaukee, WI	51	45	11.8%	\$950.00	54	19	\$50	\$3,100	42.2%	\$163	3.26
TOTAL For Date: Wed, Jul 24, 2002	51	45	11.8%	\$950.00	54	19	\$50	\$3,100	42.2%	\$163	3.26
TOTAL For Market: Minneapolis	86	76	11.6%	\$1,757.50	49	39	\$45	\$6,233	51.3%	\$160	3.55
TOTAL For Date: Tue, Jul 23, 2002	32	26	18.8%	\$807.50	40	18	\$45	\$3,084	69.2%	\$171	3.82
TOTAL For Date: Thu, Jul 25, 2002	17	16	5.9%	\$475.00	36	7	\$68	\$1,069	43.8%	\$153	2.25
TOTAL For Date: Fri, Jul 26, 2002	37	34	8.1%	\$475.00	78	14	\$34	\$2,081	41.2%	\$149	4.38
TOTAL For Market: Minot-Bismarck-Dickinson	7	4	42.9%	\$47.50	147	2	\$24	\$282	50.0%	\$141	5.93
TOTAL For Date: Tue, Jul 23, 2002	7	4	42.9%	\$47.50	147	2	\$24	\$282	50.0%	\$141	5.93
TOTAL For Market: Montgomery	41	35	14.6%	\$475.00	86	9	\$53	\$1,217	25.7%	\$135	2.56
TOTAL For Date: Mon, Jul 22, 2002	17	16	5.9%	\$95.00	179	6	\$16	\$825	37.5%	\$138	8.69

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Wed, Jul 24, 2002	17	14	17.6%	\$190.00	89	2	\$95	\$272	14.3%	\$136	1.43
TOTAL For Date: Fri, Jul 26, 2002	7	5	28.6%	\$190.00	37	1	\$190	\$120	20.0%	\$120	0.63
TOTAL For Market: National	7310	6316	13.6%	\$137,945.02	53	2653	\$52	\$419,151	42.0%	\$158	3.04
TOTAL For Date: Mon, Jul 22, 2002	1244	1096	11.9%	\$23,079.80	54	421	\$55	\$66,562	38.4%	\$158	2.88
TOTAL For Date: Tue, Jul 23, 2002	458	394	14.0%	\$7,269.57	63	151	\$48	\$24,066	38.3%	\$159	3.31
TOTAL For Date: Wed, Jul 24, 2002	491	464	5.5%	\$8,999.14	55	187	\$48	\$29,567	40.3%	\$158	3.29
TOTAL For Date: Thu, Jul 25, 2002	1075	936	12.9%	\$21,276.34	51	395	\$54	\$61,554	42.2%	\$156	2.89
TOTAL For Date: Fri, Jul 26, 2002	1460	1303	10.8%	\$26,261.66	56	505	\$52	\$80,304	38.8%	\$159	3.06
TOTAL For Date: Sat, Jul 27, 2002	865	768	11.2%	\$20,093.00	43	322	\$62	\$49,715	41.9%	\$154	2.47
TOTAL For Date: Sun, Jul 28, 2002	1717	1355	21.1%	\$30,965.51	55	672	\$46	\$107,383	49.6%	\$160	3.47
TOTAL For Market: New Orleans	34	26	23.5%	\$593.75	57	3	\$198	\$472	11.5%	\$157	0.79
TOTAL For Date: Thu, Jul 25, 2002	6	5	16.7%	\$213.75	28	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Fri, Jul 26, 2002	28	21	25.0%	\$380.00	74	3	\$127	\$472	14.3%	\$157	1.24
TOTAL For Market: New York	47	34	27.7%	\$1,140.00	41	19	\$60	\$2,907	55.9%	\$153	2.55
TOTAL For Date: Sat, Jul 27, 2002	47	34	27.7%	\$1,140.00	41	19	\$60	\$2,907	55.9%	\$153	2.55
TOTAL For Market: Norfolk, VA	64	62	3.1%	\$1,235.00	52	15	\$82	\$2,621	24.2%	\$175	2.12
TOTAL For Date: Tue, Jul 23, 2002	27	26	3.7%	\$427.50	63	6	\$71	\$713	23.1%	\$119	1.67
TOTAL For Date: Thu, Jul 25, 2002	18	18	0.0%	\$427.50	42	7	\$61	\$1,465	38.9%	\$209	3.43
TOTAL For Date: Fri, Jul 26, 2002	19	18	5.3%	\$380.00	50	2	\$190	\$443	11.1%	\$221	1.17
TOTAL For Market: Odessa	16	14	12.5%	\$332.50	48	8	\$42	\$1,483	57.1%	\$185	4.46
TOTAL For Date: Sat, Jul 27, 2002	3	3	0.0%	\$95.00	32	1	\$95	\$172	33.3%	\$172	1.81
TOTAL For Date: Sun, Jul 28, 2002	13	11	15.4%	\$237.50	55	7	\$34	\$1,311	63.6%	\$187	5.52
TOTAL For Market: Oklahoma City	261	219	16.1%	\$4,203.75	62	107	\$39	\$17,299	48.9%	\$162	4.12
TOTAL For Date: Mon, Jul 22, 2002	16	15	6.3%	\$237.50	67	7	\$34	\$1,157	46.7%	\$165	4.87
TOTAL For Date: Tue, Jul 23, 2002	18	18	0.0%	\$332.50	54	7	\$48	\$1,119	38.9%	\$160	3.37
TOTAL For Date: Wed, Jul 24, 2002	29	27	6.9%	\$237.50	122	13	\$18	\$1,863	48.1%	\$143	7.84
TOTAL For Date: Thu, Jul 25, 2002	9	9	0.0%	\$213.75	42	3	\$71	\$534	33.3%	\$178	2.50
TOTAL For Date: Fri, Jul 26, 2002	18	18	0.0%	\$332.50	54	8	\$42	\$1,193	44.4%	\$149	3.59
TOTAL For Date: Sat, Jul 27, 2002	76	58	23.7%	\$1,425.00	53	30	\$48	\$4,876	51.7%	\$163	3.42
TOTAL For Date: Sun, Jul 28, 2002	95	74	22.1%	\$1,425.00	67	39	\$37	\$6,558	52.7%	\$168	4.60

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Market: Omaha	34	32	5.9%	\$285.00	119	13	\$22	\$1,809	40.6%	\$139	6.35
TOTAL For Date: Tue, Jul 23, 2002	17	16	5.9%	\$142.50	119	5	\$29	\$716	31.3%	\$143	5.03
TOTAL For Date: Wed, Jul 24, 2002	17	16	5.9%	\$142.50	119	8	\$18	\$1,092	50.0%	\$137	7.66
TOTAL For Market: Ottumwa-Kirksville	8	8	0.0%	\$190.00	42	5	\$38	\$1,005	62.5%	\$201	5.29
TOTAL For Date: Tue, Jul 23, 2002	2	2	0.0%	\$95.00	21	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Wed, Jul 24, 2002	2	2	0.0%	\$0.00	0	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Thu, Jul 25, 2002	4	4	0.0%	\$95.00	42	5	\$19	\$1,005	125.0%	\$201	10.58
TOTAL For Market: Philadelphia	68	66	2.9%	\$1,757.50	39	17	\$103	\$2,760	25.8%	\$162	1.57
TOTAL For Date: Mon, Jul 22, 2002	29	28	3.4%	\$902.50	32	9	\$100	\$1,211	32.1%	\$135	1.34
TOTAL For Date: Wed, Jul 24, 2002	39	38	2.6%	\$855.00	46	8	\$107	\$1,549	21.1%	\$194	1.81
TOTAL For Market: Phoenix	24	23	4.2%	\$712.50	34	7	\$102	\$1,154	30.4%	\$165	1.62
TOTAL For Date: Wed, Jul 24, 2002	24	23	4.2%	\$712.50	34	7	\$102	\$1,154	30.4%	\$165	1.62
TOTAL For Market: Pittsburgh	144	138	4.2%	\$2,137.50	67	41	\$52	\$6,372	29.7%	\$155	2.98
TOTAL For Date: Mon, Jul 22, 2002	31	29	6.5%	\$617.50	50	8	\$77	\$1,139	27.6%	\$142	1.84
TOTAL For Date: Tue, Jul 23, 2002	25	23	8.0%	\$332.50	75	6	\$55	\$735	26.1%	\$123	2.21
TOTAL For Date: Wed, Jul 24, 2002	33	33	0.0%	\$475.00	69	8	\$59	\$1,237	24.2%	\$155	2.60
TOTAL For Date: Thu, Jul 25, 2002	37	35	5.4%	\$570.00	65	14	\$41	\$2,563	40.0%	\$183	4.50
TOTAL For Date: Fri, Jul 26, 2002	18	18	0.0%	\$142.50	126	5	\$29	\$698	27.8%	\$140	4.89
TOTAL For Market: Portland	67	56	16.4%	\$1,425.00	47	20	\$71	\$3,130	35.7%	\$156	2.20
TOTAL For Date: Wed, Jul 24, 2002	9	9	0.0%	\$190.00	47	3	\$63	\$333	33.3%	\$111	1.75
TOTAL For Date: Sun, Jul 28, 2002	58	47	19.0%	\$1,235.00	47	17	\$73	\$2,797	36.2%	\$165	2.26
TOTAL For Market: Raleigh	69	65	5.8%	\$788.50	88	14	\$56	\$2,061	21.5%	\$147	2.61
TOTAL For Date: Tue, Jul 23, 2002	20	19	5.0%	\$370.50	54	1	\$371	\$152	5.3%	\$152	0.41
TOTAL For Date: Thu, Jul 25, 2002	45	42	6.7%	\$370.50	121	13	\$29	\$1,909	31.0%	\$147	5.15
TOTAL For Date: Sun, Jul 28, 2002	4	4	0.0%	\$47.50	84	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Market: Regional - VA	80	47	41.3%	\$950.00	84	18	\$53	\$2,894	38.3%	\$161	3.05
TOTAL For Date: Wed, Jul 24, 2002	53	20	62.3%	\$475.00	112	7	\$68	\$1,125	35.0%	\$161	2.37
TOTAL For Date: Thu, Jul 25, 2002	27	27	0.0%	\$475.00	57	11	\$43	\$1,769	40.7%	\$161	3.72
TOTAL For Market: Reno	22	21	4.5%	\$997.50	22	7	\$143	\$1,031	33.3%	\$147	1.03

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Tue, Jul 23, 2002	6	6	0.0%	\$261.25	23	2	\$131	\$314	33.3%	\$157	1.20
TOTAL For Date: Wed, Jul 24, 2002	5	4	20.0%	\$213.75	23	2	\$107	\$262	50.0%	\$131	1.22
TOTAL For Date: Thu, Jul 25, 2002	6	6	0.0%	\$285.00	21	2	\$143	\$304	33.3%	\$152	1.07
TOTAL For Date: Fri, Jul 26, 2002	5	5	0.0%	\$237.50	21	1	\$238	\$152	20.0%	\$152	0.64
TOTAL For Market: Rhinelander	37	33	10.8%	\$902.50	41	13	\$69	\$2,167	39.4%	\$167	2.40
TOTAL For Date: Thu, Jul 25, 2002	16	16	0.0%	\$285.00	56	5	\$57	\$935	31.3%	\$187	3.28
TOTAL For Date: Fri, Jul 26, 2002	12	11	8.3%	\$285.00	42	6	\$48	\$927	54.5%	\$155	3.25
TOTAL For Date: Sat, Jul 27, 2002	9	6	33.3%	\$332.50	27	2	\$166	\$304	33.3%	\$152	0.91
TOTAL For Market: Richmond, VA	95	87	8.4%	\$1,900.00	50	33	\$58	\$5,354	37.9%	\$162	2.82
TOTAL For Date: Mon, Jul 22, 2002	9	8	11.1%	\$285.00	32	3	\$95	\$414	37.5%	\$138	1.45
TOTAL For Date: Wed, Jul 24, 2002	12	12	0.0%	\$285.00	42	3	\$95	\$442	25.0%	\$147	1.55
TOTAL For Date: Fri, Jul 26, 2002	14	14	0.0%	\$380.00	37	5	\$76	\$813	35.7%	\$163	2.14
TOTAL For Date: Sat, Jul 27, 2002	60	53	11.7%	\$950.00	63	22	\$43	\$3,685	41.5%	\$168	3.88
TOTAL For Market: Rochester	11	5	54.5%	\$76.00	145	1	\$76	\$300	20.0%	\$300	3.95
TOTAL For Date: Mon, Jul 22, 2002	0	0	0.0%	\$19.00	0	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Tue, Jul 23, 2002	3	2	33.3%	\$19.00	158	1	\$19	\$300	50.0%	\$300	15.78
TOTAL For Date: Thu, Jul 25, 2002	1	0	100.0%	\$19.00	53	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Fri, Jul 26, 2002	7	3	57.1%	\$19.00	368	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Market: Rockford	20	18	10.0%	\$380.00	53	5	\$76	\$753	27.8%	\$151	1.98
TOTAL For Date: Fri, Jul 26, 2002	20	18	10.0%	\$380.00	53	5	\$76	\$753	27.8%	\$151	1.98
TOTAL For Market: Sacramento	238	204	14.3%	\$5,272.50	45	83	\$64	\$13,527	40.7%	\$163	2.57
TOTAL For Date: Mon, Jul 22, 2002	25	23	8.0%	\$522.50	48	9	\$58	\$1,545	39.1%	\$172	2.96
TOTAL For Date: Wed, Jul 24, 2002	102	93	8.8%	\$2,042.50	50	40	\$51	\$6,512	43.0%	\$163	3.19
TOTAL For Date: Sun, Jul 28, 2002	111	88	20.7%	\$2,707.50	41	34	\$80	\$5,470	38.6%	\$161	2.02
TOTAL For Market: Saint Louis	38	27	28.9%	\$570.00	67	11	\$52	\$1,557	40.7%	\$142	2.73
TOTAL For Date: Tue, Jul 23, 2002	8	4	50.0%	\$190.00	42	1	\$190	\$290	25.0%	\$290	1.53
TOTAL For Date: Thu, Jul 25, 2002	19	14	26.3%	\$190.00	100	7	\$27	\$833	50.0%	\$119	4.39
TOTAL For Date: Fri, Jul 26, 2002	11	9	18.2%	\$190.00	58	3	\$63	\$434	33.3%	\$145	2.28
TOTAL For Market: Salt Lake City	23	20	13.0%	\$427.50	54	10	\$43	\$1,485	50.0%	\$148	3.47
TOTAL For Date: Mon, Jul 22, 2002	8	8	0.0%	\$95.00	84	3	\$32	\$424	37.5%	\$141	4.46

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Tue, Jul 23, 2002	2	1	50.0%	\$71.25	28	1	\$71	\$172	100.0%	\$172	2.41
TOTAL For Date: Wed, Jul 24, 2002	11	9	18.2%	\$95.00	116	4	\$24	\$586	44.4%	\$146	6.16
TOTAL For Date: Thu, Jul 25, 2002	1	1	0.0%	\$71.25	14	1	\$71	\$152	100.0%	\$152	2.13
TOTAL For Date: Fri, Jul 26, 2002	1	1	0.0%	\$95.00	11	1	\$95	\$152	100.0%	\$152	1.60
TOTAL For Market: San Diego	21	15	28.6%	\$95.00	221	6	\$16	\$775	40.0%	\$129	8.16
TOTAL For Date: Thu, Jul 25, 2002	21	15	28.6%	\$95.00	221	6	\$16	\$775	40.0%	\$129	8.16
TOTAL For Market: San Francisco	75	65	13.3%	\$1,710.00	44	20	\$86	\$3,123	30.8%	\$156	1.83
TOTAL For Date: Tue, Jul 23, 2002	27	26	3.7%	\$855.00	32	9	\$95	\$1,263	34.6%	\$140	1.48
TOTAL For Date: Thu, Jul 25, 2002	48	39	18.8%	\$855.00	56	11	\$78	\$1,861	28.2%	\$169	2.18
TOTAL For Market: Seattle	35	20	42.9%	\$570.00	61	7	\$81	\$1,183	35.0%	\$169	2.08
TOTAL For Date: Thu, Jul 25, 2002	14	8	42.9%	\$190.00	74	3	\$63	\$330	37.5%	\$110	1.73
TOTAL For Date: Sun, Jul 28, 2002	21	12	42.9%	\$380.00	55	4	\$95	\$854	33.3%	\$213	2.25
TOTAL For Market: Sioux Falls	33	33	0.0%	\$712.50	46	16	\$45	\$2,614	48.5%	\$163	3.67
TOTAL For Date: Tue, Jul 23, 2002	7	7	0.0%	\$261.25	27	2	\$131	\$262	28.6%	\$131	1.00
TOTAL For Date: Wed, Jul 24, 2002	11	11	0.0%	\$190.00	58	4	\$48	\$654	36.4%	\$163	3.44
TOTAL For Date: Thu, Jul 25, 2002	15	15	0.0%	\$261.25	57	10	\$26	\$1,699	66.7%	\$170	6.50
TOTAL For Market: South Bend	14	12	14.3%	\$380.00	37	3	\$127	\$508	25.0%	\$169	1.34
TOTAL For Date: Fri, Jul 26, 2002	14	12	14.3%	\$380.00	37	3	\$127	\$508	25.0%	\$169	1.34
TOTAL For Market: Springfield, IL	55	47	14.5%	\$546.25	101	21	\$26	\$3,629	44.7%	\$173	6.64
TOTAL For Date: Mon, Jul 22, 2002	55	47	14.5%	\$546.25	101	21	\$26	\$3,629	44.7%	\$173	6.64
TOTAL For Market: Springfield, MA	4	4	0.0%	\$47.50	84	1	\$48	\$152	25.0%	\$152	3.20
TOTAL For Date: Wed, Jul 24, 2002	4	4	0.0%	\$47.50	84	1	\$48	\$152	25.0%	\$152	3.20
TOTAL For Market: Syracuse	146	113	22.6%	\$2,232.50	65	46	\$49	\$7,504	40.7%	\$163	3.36
TOTAL For Date: Mon, Jul 22, 2002	45	32	28.9%	\$736.25	61	13	\$57	\$1,976	40.6%	\$152	2.68
TOTAL For Date: Tue, Jul 23, 2002	58	48	17.2%	\$641.25	90	19	\$34	\$3,228	39.6%	\$170	5.03
TOTAL For Date: Wed, Jul 24, 2002	22	17	22.7%	\$617.50	36	8	\$77	\$1,335	47.1%	\$167	2.16
TOTAL For Date: Thu, Jul 25, 2002	21	16	23.8%	\$237.50	88	6	\$40	\$965	37.5%	\$161	4.06
TOTAL For Market: Tampa, FL	70	61	12.9%	\$1,140.00	61	21	\$54	\$3,246	34.4%	\$155	2.85
TOTAL For Date: Tue, Jul 23, 2002	30	26	13.3%	\$285.00	105	7	\$41	\$977	26.9%	\$140	3.43

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Fri, Jul 26, 2002	1	0	100.0%	\$285.00	4	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Sat, Jul 27, 2002	25	21	16.0%	\$285.00	88	6	\$48	\$939	28.6%	\$157	3.30
TOTAL For Date: Sun, Jul 28, 2002	14	14	0.0%	\$285.00	49	8	\$36	\$1,329	57.1%	\$166	4.66
TOTAL For Market: Terre Haute	44	40	9.1%	\$950.00	46	13	\$73	\$1,827	32.5%	\$141	1.92
TOTAL For Date: Mon, Jul 22, 2002	13	11	15.4%	\$308.75	42	3	\$103	\$496	27.3%	\$165	1.61
TOTAL For Date: Tue, Jul 23, 2002	8	7	12.5%	\$95.00	84	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Fri, Jul 26, 2002	22	21	4.5%	\$403.75	54	9	\$45	\$1,179	42.9%	\$131	2.92
TOTAL For Date: Sun, Jul 28, 2002	1	1	0.0%	\$142.50	7	1	\$143	\$152	100.0%	\$152	1.07
TOTAL For Market: Toledo	134	118	11.9%	\$2,280.00	59	53	\$43	\$8,163	44.9%	\$154	3.58
TOTAL For Date: Thu, Jul 25, 2002	58	57	1.7%	\$1,140.00	51	27	\$42	\$3,987	47.4%	\$148	3.50
TOTAL For Date: Fri, Jul 26, 2002	76	61	19.7%	\$1,140.00	67	26	\$44	\$4,177	42.6%	\$161	3.66
TOTAL For Market: Tucson	3	2	33.3%	\$95.00	32	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Date: Fri, Jul 26, 2002	3	2	33.3%	\$95.00	32	0	\$0	\$0	0.0%	\$0	0.00
TOTAL For Market: Tulsa	364	332	8.8%	\$6,483.75	56	132	\$49	\$21,757	39.8%	\$165	3.36
TOTAL For Date: Mon, Jul 22, 2002	57	55	3.5%	\$950.00	60	23	\$41	\$4,116	41.8%	\$179	4.33
TOTAL For Date: Tue, Jul 23, 2002	64	63	1.6%	\$807.50	79	26	\$31	\$4,249	41.3%	\$163	5.26
TOTAL For Date: Wed, Jul 24, 2002	67	62	7.5%	\$902.50	74	23	\$39	\$3,559	37.1%	\$155	3.94
TOTAL For Date: Thu, Jul 25, 2002	24	18	25.0%	\$380.00	63	6	\$63	\$1,011	33.3%	\$169	2.66
TOTAL For Date: Fri, Jul 26, 2002	60	56	6.7%	\$736.25	81	24	\$31	\$3,874	42.9%	\$161	5.26
TOTAL For Date: Sat, Jul 27, 2002	17	11	35.3%	\$237.50	72	2	\$119	\$180	18.2%	\$90	0.76
TOTAL For Date: Sun, Jul 28, 2002	75	67	10.7%	\$2,470.00	30	28	\$88	\$4,767	41.8%	\$170	1.93
TOTAL For Market: Waco	92	62	32.6%	\$855.00	108	25	\$34	\$3,903	40.3%	\$156	4.56
TOTAL For Date: Sat, Jul 27, 2002	92	62	32.6%	\$855.00	108	25	\$34	\$3,903	40.3%	\$156	4.56
TOTAL For Market: West Palm Beach	44	41	6.8%	\$1,235.00	36	13	\$95	\$2,157	31.7%	\$166	1.75
TOTAL For Date: Fri, Jul 26, 2002	44	41	6.8%	\$1,235.00	36	13	\$95	\$2,157	31.7%	\$166	1.75
TOTAL For Market: Wichita	287	252	12.2%	\$6,792.50	42	109	\$62	\$16,800	43.3%	\$154	2.47
TOTAL For Date: Mon, Jul 22, 2002	34	34	0.0%	\$855.00	40	12	\$71	\$1,740	35.3%	\$145	2.04
TOTAL For Date: Tue, Jul 23, 2002	53	46	13.2%	\$1,211.25	44	23	\$53	\$3,681	50.0%	\$160	3.04
TOTAL For Date: Wed, Jul 24, 2002	51	46	9.8%	\$855.00	60	21	\$41	\$3,183	45.7%	\$152	3.72
TOTAL For Date: Thu, Jul 25, 2002	8	7	12.5%	\$285.00	28	1	\$285	\$152	14.3%	\$152	0.53

Calls/K based on Responses In - Revenue Selection: Inbound - Outbound - Literature - Reorder - Upsell - Shipping - Offer - Mine - Custom

**Times local at Call Center

	Calls: In	Ans.	%	Spending	Calls/K	Orders	CPO	Revenue	Close %	Avg Tix	Ratio
TOTAL For Date: Fri, Jul 26, 2002	2	2	0.0%	\$118.75	17	1	\$119	\$100	50.0%	\$100	0.84
TOTAL For Date: Sat, Jul 27, 2002	61	53	13.1%	\$1,567.50	39	25	\$63	\$4,085	47.2%	\$163	2.61
TOTAL For Date: Sun, Jul 28, 2002	78	64	17.9%	\$1,900.00	41	26	\$73	\$3,859	40.6%	\$148	2.03
TOTAL For Market: Wilkes Barre	55	47	14.5%	\$1,353.75	41	21	\$64	\$3,153	44.7%	\$150	2.33
TOTAL For Date: Mon, Jul 22, 2002	14	12	14.3%	\$380.00	37	5	\$76	\$653	41.7%	\$131	1.72
TOTAL For Date: Tue, Jul 23, 2002	19	15	21.1%	\$522.50	36	7	\$75	\$875	46.7%	\$125	1.67
TOTAL For Date: Fri, Jul 26, 2002	19	17	10.5%	\$332.50	57	6	\$55	\$981	35.3%	\$164	2.95
TOTAL For Date: Sat, Jul 27, 2002	3	3	0.0%	\$118.75	25	3	\$40	\$644	100.0%	\$215	5.42
TOTAL For Market: Wilmington	41	39	4.9%	\$783.75	52	15	\$52	\$2,003	38.5%	\$134	2.56
TOTAL For Date: Mon, Jul 22, 2002	18	17	5.6%	\$190.00	95	4	\$48	\$624	23.5%	\$156	3.28
TOTAL For Date: Tue, Jul 23, 2002	4	3	25.0%	\$142.50	28	2	\$71	\$242	66.7%	\$121	1.70
TOTAL For Date: Wed, Jul 24, 2002	14	14	0.0%	\$261.25	54	8	\$33	\$986	57.1%	\$123	3.77
TOTAL For Date: Fri, Jul 26, 2002	5	5	0.0%	\$190.00	26	1	\$190	\$152	20.0%	\$152	0.80
TOTAL For Market: Yakima	102	80	21.6%	\$1,092.50	93	35	\$31	\$6,621	43.8%	\$189	6.06
TOTAL For Date: Mon, Jul 22, 2002	6	4	33.3%	\$95.00	63	2	\$48	\$302	50.0%	\$151	3.18
TOTAL For Date: Wed, Jul 24, 2002	3	3	0.0%	\$95.00	32	2	\$48	\$452	66.7%	\$226	4.75
TOTAL For Date: Fri, Jul 26, 2002	2	2	0.0%	\$95.00	21	1	\$95	\$90	50.0%	\$90	0.95
TOTAL For Date: Sun, Jul 28, 2002	91	71	22.0%	\$807.50	113	30	\$27	\$5,777	42.3%	\$193	7.15
Total for Report	14404	12328	14.4%	\$269,933.27	53	4965	\$54	\$785,499	40.3%	\$158	2.91

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**Times local at Call Center