Honeybee

	1	2	3	4	5	6	7	MEAN	MEDIAN	MODE	RANGE
Month/Year	Mar-08	Sep-08	Sep-09	Nov-09	Apr-10	Dec-10	Feb-11				
# on order list	77	75	83	83	79	81	83	80.14			
# items promoted	77	75	82	83	79	81	83	80.00			
series, packages	26	22	25	20	23	20	23	22.71			
Licensed Characters	46	24	24	24	24	20	18	25.71			
Celebrities	0	0	0	1	0	1	0	0.29			
Athletes	0	0	0	0	0	0	0	0.00			
™©® permission	19	14	10	13	15	11	5	12.43			
Only/Low Price	43	35	67	72	68	52	65	57.43			
Pronounced $	4	5	14	27	30	20	16	16.57			
Savings	31	20	15	20	20	24	12	20.29			
New	30	27	19	28	41	27	26	28.29			
Exclusive	0	0	9	3	3	4	2	3.00			
Size Reference	1	2	3	1	0	5	0	1.71			
Award, Selection	7	15	17	7	15	13	5	11.29			
Association	11	12	1	8	2	3	4	5.86			
Brands	23	14	4	15	16	15	8	13.57			
Toys, Novelties	20	8	5	11	8	9	13	10.57			
toys without books	6	2	4	4	3	6	2	3.86			
Video games	5	6	4	5	4	4	2	4.29			
Links to websites	0	0	0	0	0	3	0	0.43			
Prominence (M)	6	2	6	8	8	4	3	5.29			
Prominence (L)	4	0	0	2	2	4	0	1.71			
other											