

## Research Coding Sheet

Reading Group:

Month/Year:

Number of items listed on ordering page:

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<b>APPEAL</b>	<b>QUANTITY</b>
Total items promoted	
Total series or packages	
Licensed characters	
Celebrity endorsement/likeness	
™, ©, ® or permission	
Price value claims	
Savings Claims	
“New” claims	
“Exclusive” claims	
Size Reference	
Award/Selection claims	
Association claims	
Brands listed	
Toys & novelties	
Note Premiums	
Video games, etc.	
Linkage to websites	
Exaggerated Prominence (XL, L, M)	
Other (Describe, quantify)	

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