

### Appeal Averages by Reading Group

Honeybee	Firefly	SeeSaw	Lucky	Arrow	Tab
Ages 2-4	PreK-K	Gr. K-1	Gr. 2-3	Gr. 4-6	Gr. 7+

#### Appeals

Items on order list	80	87	91	100	95	90
Items promoted	80	84	88	99	94	89
Series, packages	23	28	29	32	16	15
Licensed Characters	26	37	33	32	23	16
Celebrities	0	0	1	5	8	6
Athletes	0	0	1	4	5	2
™©® permission	12	18	20	24	19	11
Only/Low Price	57	59	51	49	47	38
Pronounced \$	17	25	24	23	12	19
Savings	20	25	22	22	19	19
New	28	34	35	37	47	29
Exclusive	3	5	6	3	7	3
Size Reference	2	2	4	3	5	3
Award, Selection	11	12	14	11	16	15
Association	6	7	9	13	14	19
Brands	14	18	18	22	19	15
Toys, Novelties	11	15	12	19	20	9
Toys without books	4	3	3	5	5	3
Video games	4	5	5	4	5	6
Links to websites	0	1	0	2	3	2
Large Prominence	5	5	5	4	3	2
Very Large Prominence	2	2	2	2	0	1
other	0	0	0	0	0	0

### Totals for Sample Whole

#### Appeals

Items on order list	3805
Items promoted	3713
Series, packages	996
Licensed Characters	1170
Celebrities	144
Athletes	81
™©® permission	625
Only/Low Price	2104
Pronounced \$	841
Savings	895
New	1477
Exclusive	186
Size Reference	123
Award, Selection	553
Association	480
Brands	743
Toys, Novelties	328
Toys without books	157
Video games	207
Links to websites	57
Large Prominence	145
Very Large Prominence	54
other	16