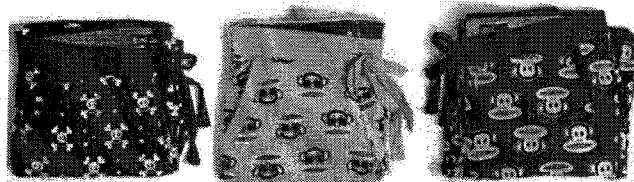


# Portfolio with Miss Disney Shirts



The Little Miss Disney test group participants were shown the same photographic arrays, but with three Little Miss Disney shirts instead of the Miss Disney shirts. The Little Miss Disney shirts were “Little Miss Perfect,” “Little Miss Wicked,” and “Little Miss Sassy”:<sup>14</sup>



The order in which the three sets of products were included in the portfolio was rotated among the different respondents.<sup>15</sup> Each photographed product purportedly displayed “the appropriate neck label or company indicia.”<sup>16</sup>

Respondents were then asked a series of questions about their television viewing to provide a time interval and “a ‘distracter’ between what

---

<sup>14</sup> See *id.* at 17.

<sup>15</sup> See *id.* at 10.

<sup>16</sup> *Id.* at 12.