

Name: _____

TV Food Commercial Survey

Watch television with your family for at least 30 minutes. Saturday morning is one good time to do this activity. Using the table below, list three foods advertised in commercials that you see. Place check marks beside the advertising methods used to get you to buy these foods.

Food Advertised				
Advertising Method	e.g., Cheerios			
Free prize or gift	✓			
Win a prize				
Famous person/testimonial				
Humour				
New or improved				
Extra for same price				
Jingle	✓			
Good for you	✓			
Fun to eat				
Nice packaging				
You'll be happy				
You'll be popular				
Other advertising methods:				

Which of these advertising methods makes you want to eat these foods?

Why? _____

