

Marketing Breakfast Cereal

In your group, discuss the following questions. Make notes of key points raised in your group's discussion.

1. Should we be concerned about advertisers targeting children in breakfast cereal advertisements? Why or why not?
2. What impact, if any, do you think this advertising has on children's health? Be specific.
3. How do you define "unhealthy" cereals?
4. Do you think this is a world health issue or one confined to the United States? Explain.

Breakfast Cereal Analysis Activity

1. Do cereals marketed to children appear to be deliberately located on grocery store shelves to attract children's attention?

Explore the Data.

- ◇ Explore the data by making graphs and doing calculations that make sense to you.
- ◇ Try as many different ideas as you can think of.
- ◇ Different approaches will probably highlight different features in the data.

Record the parts of your exploration that provided the most useful analysis of the data.

Summarize and draw a conclusion.

Write your conclusions.

Make sure you answer the questions.

Your poster should illustrate how your analysis of the data supports your answers and conclusions.

1.1.2 Breakfast Cereal Data

	Name	Manufa...	Target	Shelf	Calories	Carbs	Fat	Fiber	Potassium	Protein	Sodium	Sugars	Vitamins	CRRating	Cups	Weight
1	Cap'n Cr...	Quaker O...	child	middle	120	12	2	0	35	1	220	12	25	18	0.75	1
2	Cocoa P...	General ...	child	middle	110	12	1	0	55	1	180	13	25	23	1	1
3	Trix	General ...	child	middle	110	13	1	0	25	1	140	12	25	28	1	1
4	Apple Ja...	Kelloggs	child	middle	110	11	0	1	30	2	125	14	25	33	1	1
5	Corn Chex	Ralston P...	adult	bottom	110	22	0	0	25	2	280	3	25	41	1	1
6	Corn Flak...	Kelloggs	adult	bottom	100	21	0	1	35	2	290	2	25	46	1	1
7	Nut&Hon...	Kelloggs	adult	middle	120	15	1	0	40	2	190	9	25	30	0.67	1
8	Snacks	Kelloggs	child	middle	110	9	1	1	40	2	70	15	25	31	0.75	1
9	Multi-Gra...	General ...	adult	bottom	100	15	1	2	90	2	220	6	25	40	1	1
10	Cracklin' ...	Kelloggs	adult	top	110	10	3	4	160	3	140	7	25	40	0.5	1
11	Grape-Nuts	Post	adult	top	110	17	0	3	90	3	170	3	25	53	0.25	1
12	Honey N...	General ...	child	bottom	110	11.5	1	1.5	90	3	250	10	25	31	0.75	1
13	Nutri-Gra...	Kelloggs	adult	top	140	21	2	3	130	3	220	7	25	41	0.67	1.33
14	Product 19	Kelloggs	adult	top	100	20	0	1	45	3	320	3	100	42	1	1
15	Total Rai...	General ...	adult	top	140	15	1	4	230	3	190	14	100	29	1	1.5
16	Wheat C...	Ralston P...	adult	bottom	100	17	1	3	115	3	230	3	25	50	0.67	1
17	Oatmeal ...	General ...	adult	top	130	13.5	2	1.5	120	3	170	10	25	30	0.5	1.25
18	Life	Quaker O...	child	middle	100	12	2	2	95	4	150	6	25	45	0.67	1
19	Maypo	America...	adult	middle	100	16	1	0	95	4	0	3	25	55	1	1
20	Quaker O...	Quaker O...	adult	top	100	14	1	2	110	4	135	6	25	50	0.5	1
21	Muesli R...	Ralston P...	adult	top	150	16	3	3	170	4	150	11	25	34	1	1
22	Quaker O...	Quaker O...	adult	bottom	100		2	2.7	110	5	0	0	0	51	0.67	1
23	Cheerios	General ...	child	bottom	110	17	2	2	105	6	290	1	25	51	1.25	1
24	Special K	Kelloggs	adult	bottom	110	16	0	1	55	6	230	3	25	53	1	1

Name: Name of cereal

Manufacturer: Manufacturer of cereal

Target: Target audience for cereal (adult, child)

Shelf: Display shelf at the grocery store

Calories: Calories per serving

Carbs: Grams of complex carbohydrates in one serving

Fat: Grams of fat in one serving

Fiber: Grams of dietary fiber in one serving

Potassium: Milligrams of potassium in one serving

Protein: Grams of protein in one serving

Sodium: Milligrams of sodium in one serving

Sugars: Grams of sugars in one serving

Vitamins: Vitamins and minerals - 0, 25, or 100% of daily need in one serving

CRRating: Consumer Report rating

Cups: Number of cups in one serving

Weight: Weight in ounces of one serving