1. Read each advertising statement and answer the questions:

a. “Four out of five dentists use Bubbles toothbrushes”
   i. Why do you think dentists were surveyed?
   ii. How many dentists do you think were surveyed?

b. “90% less fat than other leading brands”
   i. Can you tell how much fat is in this product?
   ii. What does this statistic actually tell us?
   iii. Why would an advertiser use this statistic?

c. “Independent survey finds more children prefer Superfroth shampoo”
   i. What does “independent” mean?
   ii. Why does the statement include “independent survey”?
   iii. What other choices do you think were in the survey?

d. “Best seller”
   i. What does “best seller” mean?
   ii. What data would identify a book as a best seller?
   iii. If a book is a best seller, will it be a well-written book?
   iv. How many books could be considered best sellers at any one time?
   v. What factors might determine whether a book becomes a best seller?

e. “Ranked number 1 new car by Magazine X”
   i. What defines “new”?
   ii. How many cars do you think were ranked?
   iii. What criteria do you think Magazine X would use to judge a car?

2. Search newspapers, magazines, and TV for statements like these. Photocopy, cut out, or write them down. Critique them and then discuss your comments with a classmate.