

# Investigating TV Ads

Name \_\_\_\_\_

The next time you watch television, use table 21.2, TV Ad Tracking Chart, to record the food advertisements that are shown during a 30-minute program. Each time you see a food or drink advertisement, mark the appropriate column (healthy drinks, sugary drinks, healthy snacks and other foods, unhealthy snacks or fast foods). At the end of the show, write the number of ads that you saw in each category and the total number of food ads that you viewed during the 30-minute television show.

Name of show: \_\_\_\_\_ Day: \_\_\_\_\_ Time: \_\_\_\_\_

**TABLE 21.2 TV Ad Tracking Chart**

Healthy drinks	Sugary drinks
Examples: water, unflavored milk	Examples: soda, fruit punches, sports drinks, energy drinks, flavored milk
Healthy snacks and other foods	Unhealthy snacks or fast foods
Examples: fruits, vegetables, 100% whole-grain crackers or cereal, plain yogurt	Examples: chips, candy bars, fruit leathers or roll-ups, fast-food restaurants or meals, sugary cereals

Number of advertisements for healthy drinks: \_\_\_\_\_

Number of advertisements for sugary drinks: \_\_\_\_\_

Number of advertisements for healthy snacks and other foods: \_\_\_\_\_

Number of advertisements for unhealthy snacks or fast foods: \_\_\_\_\_

Total number of food advertisements: \_\_\_\_\_