

Name: _____ Date: _____

BLM 15-1

Personal Care Product Survey

Consumers spend billions of dollars every year on personal care products. How many advertisements for personal care products can you find in a magazine?

1. Write down the name of the magazine.
2. Look through the magazine one page at a time. Put a "tick mark" on the chart below every time you find an ad for a personal care product.
3. Put a "tick mark" into the "Other" column if you are not sure how to classify a certain personal care product.
4. When you are finished, total the number of tick marks in each column.
5. Draw a bar graph of your data.

Name of the Magazine: _____

	Skin Cream	Make Up	Perfume and Deodorants	Shampoo and Hair Products	Toothpaste and Whiteners	Soap	Other
Tally							
Totals							

6. Which category had the most advertisements in this magazine?

7. Why do you think this category was advertised in this magazine?
