Big Idea 2

Learning Activity 2

Questions:

1. What is the range of the sugar level that has the most breakfast cereal products?
2. What conclusions can be drawn from the graph about the placement of the breakfast cereal products on the shelves?

Answers:

1. 21-27.9g/100g is the range of sugar level with the most products.
2. Those on the middle shelf sell better as they are seen first (at eye level). Those who want a healthier choice have to look for one on other shelves; they are generally not placed in front of you at eye level. The majority of cereals on the middle shelf are very sugary.