



Cheerios Investigation

The Plan

Many companies are putting toys in their products to try to get customers to buy more. The company that makes Cheerios thinks this might be a good way to get families to buy more boxes of Cheerios. They will make six different toys and put one in each box of Cheerios and Multi-Grain Cheerios. That way kids will want their parents to keep buying Cheerios until they have all six different toys.

Mrs. Oats, the President in charge of Cheerios, asks you to help figure out if this is a good plan. She knows that it will cost more to put toys in Cheerios. She wants to be sure that families will really buy more boxes of Cheerios to get the toys.

Mrs. Oats asks you to find the answers to these two questions:

- What toy should Cheerios put in the boxes to make families want to buy more?
- How many boxes will a family buy to be sure they collect all 6 toys?



Cheerios Investigation

Data Collection

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	



Cheerios Investigation

Write about the experiment

Write a letter to Mrs. Oats telling her what you think of the plan to put six different toys in Cheerios. Mrs. Oats wants to know if you think this will make people buy more boxes of Cheerios. It will cost money to make the toys and to buy the rights to put the toys in Cheerios. If people don't buy more boxes, the company will lose money. You should tell Mrs. Oats about what your class found out by doing the experiment and whether or not you think the plan will make Cheerios more popular with kids.