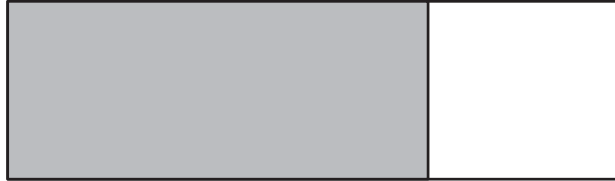


# Benchmark Ads

Benchmark fractions are used in many situations where an exact amount is not needed. Use benchmark fractions to help create advertising slogans using the data in the graphs.

## Estimation

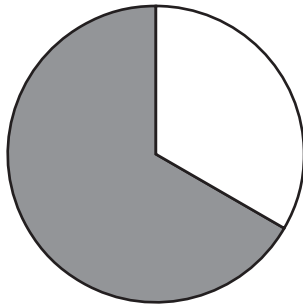
**Example:** **Dentists' Preferences**



- Dentists who recommend True Clean toothpaste
- Dentists who recommend other toothpastes

More than  $\frac{2}{3}$  of dentists recommend True Clean toothpaste!

**1. Shoppers' Preferences**



- Customers who shop at Big Bargain Land
- Customers who shop at other stores

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**2. Cereal Preferences**



- People who prefer Toasty Squares cereal
- People who prefer Fun O's cereal
- People who prefer Tasty Flakes cereal
- People who prefer Wheat Nuggets cereal

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